A

Absolute advantage, 87
Academy Awards, 422
Accessory equipment, 311
Accountants, 402–405, 420, 427–428
Accounting. See also Financial statements
accreditation, 415–416
and budgeting, 419–421
financial ratio analysis in, 416–419
and financial statements, 411–416
foundation of, 406–407
impact of computers and Internet on, 409–410
international, 421–423
overview, 401
users of information, 401–402
Accounting cycle, 407–410
and accounting equation, 408–409
impact of computers and Internet on
accounting, 409–410
Accounting equation, 408–409
Accounting identity, 409
Accounting professionals, 402–405
Accounts receivable, 467–468
Accrual accounting, 415–416
Accrued wages, 408
Acquisitions, 106, 139, 477–478
Active listening, 239
Activist investors, 138
Activity ratios, 417–418
Actuarial tables, 529
Acuvue (brand), 478
Adaptability, 571
Adaptation, 108, 288
Acuvue (brand), 478
Adaptability, 571
Adaptation, 108, 288
ADEA (Age Discrimination in Employment Act), 47–49
Adjourning stage of team development, 234–235
Administrative agencies, 510–511
Administrative services managers, 574
Admiral companies, 20–21
Adobe Acrobat, 376, 382
Advertising, 45, 346–352
careers in, 576
cooperative, 359
digital, 348–349
media for, 347–352
outdoor, 350–351
point-of-purchase, 354
and product life cycle, 347
specialty, 354
types of, 346–347
viral, 348–349
Advertising sales representatives, 358
Advocacy advertising, 346
Aerospace industry, 264
Affective conflict, 236
Affinity programs, 301–302
Affirmative action programs, 202
Africa, 320, 346, 397, 501
African-Americans, 50
Age discrimination, 47–49
Age Discrimination in Employment Act (ADEA), 47–49
Agency, law of, 518
Agents, 325
Aging population, 15
Agriculture, 41, 64
AIO statements, 295
Airline Deregulation Act, 514
Albania, 101
Alien corporations, 136
Alternative distribution channels, 322
Alternative energy, 41
Amazon Prime, 298
Amber Alerts, 351
Ambiguity, tolerance for, 159
American Idol (television series), 345
American Jobs Creation Act, 515
American Stock Exchange (AMEX), 441
Americans with Disabilities Act, 47, 48, 201, 515
Analysts (product associates), 319
Analytic production system, 255
Android, 380, 381
Angel investors, 164–165
Anticybersquatting Consumer Protection Act, 517
Anti-fraud systems, 495
Antitrust legislation, 512–513
Appeal courts, 510
Apple Pay, 493
Application service providers (ASPs), 386
Application software, 381–382
Approach stage (personal selling), 357
Arbitration, 218–219
Archeologo platform, 441
Argentina, 100
ARPANET, 384
Articles of incorporation, 137
Asia, 397, 454, 492, 500, 501
ASPs (application service providers), 386
Assembly line, 11, 253
Assets, 408, 409, 411, 466–468
Asset bubbles, 77
Asset intensity, 465
Asset management, 466–469
capital investment analysis for, 468–469
for international assets, 469
for short-term assets, 466–468
Athleisure market, 62
Audit firms, disclosures by, 407
Auditors, 420
Audit trail, 454
Australia, 97, 113, 423, 501
Austria, 237
Autocratic leadership, 185
Auto industry, 94, 378
Auto insurance, 531
Automated investment selection, 447
Automatic merchandising, 326
Automation, intelligent, 392
Autonomy, 184
Axe (brand), 290

B

B2B e-commerce, see Business-to-business
e-commerce
B2B (business) products, 287
B2C e-commerce, see Business-to-consumer
e-commerce
B2C (consumer) products, 287
Baby Boomers, 15, 49, 294, 328, 569
Backups, information system, 391–392
Bahamas, 105
Bankruptcy, law of, 519
Balanced budget, 76
Balance of payments, 89
Balance-of-payments deficit, 89
Balance-of-payments surplus, 89
Balance of trade, 88
Balance sheets, 411–412
Balance sheet hedges, 469
Band-Aid (brand), 346
Bandwidth, 376
Banks
commercial, 443–445
europe, 454
green, 432
operations at, 443–444
regulation of, 451–452
savings, 445
Bankers, investment, 438, 439, 444
Banking Act of 1933, 445
Bankruptcy, 500, 522–523
Bankruptcy Abuse Prevention and Consumer
Protection Act of 2005, 522
Bankruptcy Code, U.S., 523
Bank Secrecy Act, 515
Bargaining, collective, 218
Basic money management, 540–541
B Corporations, 133
Belongingness needs, 213
Benchmarking, 270–271
Benefits, 207–209
Benefit corporations, 133
Benefits analysts, 207
Benefits sought, segmenting by, 296
Bergen County, New Jersey, 434
BFQI (bona fide occupational qualification), 203
Big data, 288–289, 375
Biodegradability, 41, 42
Birthrate, global, 86
BizOps (business operations) associate, 12
Blogs, 497–498
Board of directors, 138
Bolivia, 100
Bona fide occupational qualification (BFOQ), 203
Bonds, 433–436
public sale of, 475
quality ratings for, 435–436
types of, 434–435
Bond rating, 435–436
Botnets, 389
Bottom line, 413
Boycotts, 219
Brands, 11, 317–318
Brand awareness, 319
Brand equity, 318–319
Branding, 11, 404
Brand insistence, 318
Brand loyalty, 296, 318
Brand managers, 319
Brand names, 317
Brand preference, 318
Brand recognition, 318
Brazil, 100, 107, 182, 261, 476, 500
Breach of contract, 518
Breakeven analysis, 362–363
Breakeven point, 363
Brexit, 101
Bribery, 95, 108.
Breach of contract, 518
Brazil, 100, 107, 182, 261, 476, 500
Brand preference, 318
Brand managers, 319
Brand loyalty, 296, 318
Brand insistence, 318
Brand equity, 317–318
virtual teamwork, 231
and top management, 176–177
toxic dumping, 176
virtual teamwork, 231
Business goods, 311
Business idea, selection of, 160–162
Business incubators, 125–126
Business intelligence, 290
Business interruption insurance, 531
Business law
administrative agencies, 510–511
bankruptcy law, 522–523
class-action suits, 522
consumer protection, 514
core of, 517–520
cyberspace and telecommunications protection, 516–517
definition of, 512
employee protection, 515
investor protection, 516
legal system, 510–511
overview of, 509–510
regulatory environment, 512–514
tax law, 523
trademarks, patents, and copyrights, 520–522
types of, 511–512
Business markets, segmentation of, 296–298
Business operations (BizOps) associate, 12
Business owners. See also Corporations
collective/organic, 136
private, 131–135
public/government, 135–136
Business plans, 122–123, 162
definition of, 546–547
overview of, 546
resources, 552–553
writing, 547–552
Business Plan Pro (software), 552
Business (B2B) products, 287
Business regulation, 512–513
Business-to-business (B2B) e-commerce, 488–490
challenges with, 493–496
digital electronic data interchanges, extranets, and private exchanges in, 489–490
electronic exchanges and e-procurement in, 490
Business-to-consumer (B2C) e-commerce, 490–493
benefits of, 492–493
challenges with, 493–496
electronic storefronts for, 491
mobile, 492
online buyers and sellers in, 492
Business websites, see Websites
Buyers, 59–60, 492
Buyer’s market, 282
Buysouts, 478
Capital structure, 470–473
and dividend policy, 471–473
and leverage, 470–471
long-term financing, 475–477
overview, 470
and short-/long-term fund mix, 471
short-term funding options, 473–474
Capri Sun (brand), 483
CARD Act, see Credit Card Accountability, Responsibility and Disclosure Act of 2009
Career centers, 557–558
Career choice, 540
Career development, self-assessment for, 556–557
Careers in contemporary business, 571–579
building a résumé, 560–565
everemployment, 572–574
in finance, 578–579
in global business and economics, 571–572
in information technology, 577
internships, 555–556
job interviews, 565–568
job market, 568–569
job searching, 557–560
long-range view, 569–570
management, 574–575
in marketing, 575–577
nontraditional students, 568
overview of, 554
self-assessment for career development, 556–557
Caribbean, 501
Cash, 466, 467
Cash budget, 420–421
Cash flows, 416, 483
Cash flow statement, 414–416
Category advisors, 320
Category managers, 319
Cause advertising, 346–347
Cause marketing, 284, 285
Cause-related marketing, 43
CBOE (Chicago Board Options Exchange), 490
C Corporations, 133
Central America–Dominican Republic
Free Trade Agreement (CAFTA-DR), 100–101
Central Contractor Registration, 124–125
Centralization, 190
CEOs, see Chief Executive Officers
Certified benefit corporations, 133
Certified public accountants, see Certified Public Accountants
Certified fraud examiners, 404
Certified internal auditors, 404
Certified management accountants (CMAs), 404, 405
Certified public accountants (CPAs), 404, 420
CFOs, see Chief Financial Officers
Chain of command, 191
Change, leadership and, 19
Channel conflicts, 496
Channels of communication, 237, 238–243
Check clearing, 448
Check Clearing for the 21st Century Act, 517
Checking accounts, 541
Cheer (brand), 318
Cheerios, 317
Chicago Board Options Exchange (CBOE), 490
Chief executive officers (CEOs), 138, 172, 461, 462
Chief financial officers (CFOs), 138, 172, 461, 462, 465, 466
Subject Index

Chief information officers (CIOs), 138, 374–375
Chief operating officers (COOs), 138, 461, 462
Childhood obesity, 40
Children’s Online Privacy Protection Act, 517
Chicago, 100
China
  absolute advantage in, 87–88
  Apple’s expansion into, 84, 85
  comparative advantage in, 88
  coordinating communication with, 236, 237
  Dunkin’ Donuts in, 288
  e-commerce growth in, 492, 500
  economy of, 67
  entrepreneurship in, 14
  GDP of, 87
  guanxi in, 108
  Hasbro’s facilities in, 41
  human resources in, 86
  imports from, 97
  Industrial & Commercial Bank of China Limited, 454
  international investments in, 261
  international law in, 511–512
  Internet users in, 486
  manufacturing in, 78
  medical tourism to U.S., 112
  mobile messaging in, 491
  and multinational corporations, 106–107
  and offshoring, 105
  potential market in, 86
  and reshoring, 106, 211
  Starbucks’s expansion in, 181, 182
  trade deficit with, 90
  as trading partner, 87
  Trip Advisor in, 113
  and U.S. Treasury Bonds, 454
  wages in, 260
  China National Social Security Fund, 477
  Choose, right to, 45
  Chronological résumé, 561
CIM (computer-integrated manufacturing), 258
CIOs (chief information officers), 138, 374–375
Civil Rights Act of 1964, 48, 49, 201, 213
Civil Rights Act of 1991, 47, 48, 202
Class-Action Fairness Act, 522
Class-action suits, 522
Classic entrepreneurs, 149
Classroom training, 204
Clayton Act, 65, 513
Clean tech, 41
Clean Water Act, 176
Click-through rate, 504
Closed corporations, 137
Closely held corporations, 137
Closing stage (personal selling), 357–358
Cloud computing, 385–386
CMAs (certified management accountants), 404, 405
Cobranding, 302
Codes of conduct, 35
Cognitive conflict, 236
Cohesiveness, team, 235
Collaboration, 16–17, 229
Collective bargaining, 218
Collective business ownership, 136
Colonial period, in history of business, 10
Comarketing, 302
Commercial and business insurance, 531
Commercial banks, 443–445
Commercial paper, 474
Committee organizations, 192
Common law, 511
Common markets, 99–101
Common stock, 136, 137, 436–437
Communication. See also Integrated marketing communications (IMCs)
  barriers to, 92–93
  basic forms of, 238–243
  electronic, 165
  external, 244–245
  formal, 241, 242
  importance of, 236–238
  informal, 242
  Internet, 497–500
  nonverbal, 242–243
  oral, 238–240
  in teams, 236
  written, 240–241
Communism, 66–68
Company performance, employee rewards linked to, 226–230
Comparative advantage, 88
Comparative advertising, 347
Compensating balances, 474
Compensation
  206–210
  average costs for, 208
  employee benefits in, 207–208
  and flexible benefits, 209
  and flexible work, 209–210
  Compensation analysts, 207
  Competence, 571
  Competition, 6, 63–66, 123
  pricing to meet, 360, 361
  retail, 328–330
  in world markets, see World markets, competition in
Competitive differentiation, 6, 182
  Competitive position, assessment of, 181–182
Competitive pricing, 365
  Complementary goods, 59, 60
  Component parts and materials, 311
  Compressed workweek, 205
  Competition, price, 208
  Computer-aided design (CAD), 257
  Computer-aided manufacturing (CAM), 257
  Computer-based information systems, 376
  Computer-based training, 204
  Computer Fraud and Abuse Act, 517
  Computer hardware, see Hardware
  Computer-integrated manufacturing (CIM), 258
 Computer software, see Software
  Computer systems administrators, 577
  Computer systems analysts, 381, 577
  Computer viruses, 388–389
  Concept testing, 315
  Conceptual skills for managers, 174
Conflict, 33, 235–236, 496
  Conflicts of interest, 33
  Conglomerate mergers, 139
  Connections, in website design, 503
  Constitution, U.S., 219, 520
  Construction managers, 574
  Consultative selling, 355
  Consumer behavior, 298–299
  Consumer complaints, 45
  Consumer Credit Protection Act, 514
Consumer goods, 309–310
  Consumer interests and preferences, 119
Consumerism, 44
Consumer markets
  demographic segmentation of, 292–295
  geographical segmentation of, 292, 293
  product-related segmentation of, 292, 296
  psychographic segmentation of, 292, 295–296
Consumer orientation, 11
Consumer-oriented promotions, 352–354
Consumer perception of prices, 365–366
Consumer Price Index (CPI), 72
Consumer product classification, 310
Consumer (B2C) products, 287
Consumer Product Safety Act, 514
Consumer protection, 514
Consumer rights, 44–45
Content, website, 503
Content ID program, 516
Content marketing, 498
Content, website, 503
Context, communication and, 237–238
Contingency planning, 178, 179
Continuous production system, 255
Contracts, 104, 517–518
Contract Assistance for Women Business Owners, 127
Control, internal locus of, 159
Controllers, 462
Controlling, 175
Convenience products, 309–310
Conventional stage of individual ethics, 31
Conversion rate, 504
Convertible securities, 437–438
COOs, see Chief operating officers
Cookies, 156
Cooperative advertising, 359
Cooperative business ownership, 136
Cooperative education, 556
Copyrights, 521
Core inflation rate, 70–71
Corporate charters, 137
Corporate communications specialists, 245
Corporate culture, 187
Corporate downsizing, 129
Corporate management, 137–138
Corporate managers, 138
Corporate officers, 138
Corporate philanthropy, 42–44
Corporate social responsibility (CSR), 27, 29, 30, 39, 41, 54. See also Social responsibility
Corporate websites, 487, 488
Corporations
  multinational, 106–107
  not-for-profit, 135
  organization of, 136–138
  overview of, 132
  private ownership of, 132–134
  Corruption, 95, 108
  Corruption Perceptions Index, 95
  Cortana, 498
Costs
  fixed, total, and variable, 362
  technology, 61
  website design, 503
  Costa Rica, 100, 450
Cost-based pricing, 362
Cost savings, with e-commerce, 487
Countertrade, 104
Coupons, 353
Covalence Ethical Rankings, 107
Cover Girl (brand), 479
Cover letter, 564
CPAs (certified public accountants), 404, 420
CPI (Consumer Price Index), 72
Crain's Chicago Business Entrepreneurial Test, 573
Creative selling, 356
Creativity, 18–19, 159
Credit, 541–542
Credit cards, 121
Credit Card Accountability, Responsibility and Disclosure Act of 2009 (CARD Act), 350, 514, 537, 542
Credit crisis, 435
Credit unions, 445
Credit management, 541–542
Credit, 244–245
Credit Card Accountability, Responsibility and Disclosure Act of 2009 (CARD Act), 350, 374–375
Customer service strategy, 328
Customer service standards, 334
Customer relationship management (CRM), 302
Customer relationships, 12
Customer-driven marketing
consumer behavior, 298–299
and definition of marketing, 279–281
marketing concept, evolution of, 281–282
marketing research, 288–291
marketing strategy development, 285–288
market segmentation, 291–298
not-for-profit and nontraditional marketing, 282–285
overview, 279
relationship marketing, 299–302
Customer-driven production, 254
Customer-oriented layout, 262, 263
Customer relationships, 12
Customer relationship management (CRM), 302
Customer service standards, 334
Customer service strategy, 328
Customization, in e-commerce, 487
Customs unions, 99–100
Cybercrime, 387–388
Cyberspace, 516–517
Cyberterrorism, 388
Cyclical unemployment, 73, 74
Cynical listening, 239
Czech Republic, 101
D
Damages, 518
Dash button (Amazon), 331
Data, 374–375
applying, 290
big, 288–289, 375
external, 289
internal, 289
obtaining, 289–290
primary, 289–290
secondary, 289
Databases, 376–377
Database administrators, 577
Data mining, 290–291, 375
Data warehouses, 290
Day high and low, 436, 437
Debentures, 485
Debit cards, 445
Debt capital, 470
Debt financing, 163
Decentralization, 190
Decision making, 183–185, 227–228
Decision support systems (DSSs), 379
Decline stage (product life cycle), 312–314
Defensive listening, 239
Delegation, 190
Demand
definition of, 58
factors driving, 58–60
interactions with supply, 62–63
Demand curves, 58–59
Demand flow, 265–266
Demand-pull inflation, 71
Democratic leadership, 185–186
Demographics, 550
Demographic segmentation, 292–295, 297–298
Demonstration stage (personal selling), 357
Departmentalization, 188–190
Deregulation, 513–514
Despicable Me (film), 340
detailers, 356
Detroit, Michigan, 260, 261
Devaluation, 90, 94
Developing nations, 86–87
DHSRI (Dwight Hall Socially Responsible Investment Fund), 476
Dietary Supplement Health and Education Act, 379
Differentiation, 6, 182, 344
Digital advertising, 346–349
Digital learning, 205
Digital Millennium Copyright Act, 516
Digital trust, 392
Direct distribution, 322, 323
Direct distribution channel, 322
Direct exporting, 103
Direct mail, 349–350
Direct exporting, 103
Direct mail, 349–350
Directors of development, 32
Directors of development, 32
Directors of development, 32
Directors of development, 32
Direct marketing, 175
Direct marketing, 175
Direct mail, 349–350
Direct mail, 349–350
Directors of development, 32
Directors of development, 32
Directors of development, 32
Disability income insurance, 532–533
Disaster recovery, 391–392
Disclosures, by audit firms, 407
Discount pricing, 364
Discount rate, 449, 450
Discrimination
age, 47–49
equal opportunity, 47–49
in hiring, 201–202
in the workplace, 47–50
Dispatching, 269
Disruptive innovations, 373, 374
Distribution channels, 322–324
definition of, 321
direct distribution, 322, 323
intensity of, 332
with marketing intermediaries, 323–324
physical distribution and logistics, 332–334
selection of, 330–331
Distribution intensity, 332
Distribution strategies, 287, 288, 321–334
distribution channels in, 322–324
logistical and distribution channel decisions, 330–334
retailing in, 325–330
wholesaling in, 324–325
Diversification, 442
Diversity, 15–16
Dividends, 471–473
Dividend policy, 471–473
Dividend yield, 436
Dodd-Frank Wall Street Reform and Consumer Protection Act, 452, 512, 513, 515
Doha Round, 99
Dollar, U.S. exchange rates relative to, 90
Dolly (app), 460
Domestic corporations, 136
Dominican Republic, 100
Do-Not-Call Fee Extension Act of 2007, 517
Do-Not-Call Improvement Act of 2007, 517
Double-entry bookkeeping, 409
Double taxation, 132
Dove (brand), 290, 317, 349
Dow Jones Industrial Average, 440
Downsizing, 129, 211
Downward communication, 241
Dropbox, 376
Drop shippers, 325
DRTV (direct-response television), 351–352
Drug advertising, 45
Drug prices, 75
Drug testing, 202–203
DSSs (decision support systems), 379
Dumping, 37
Duracell (brand), 479
Dwight Hall Socially Responsible Investment Fund (DHSRI), 476
E
ECNs (electronic communications networks), 441
E-commerce (e-business)
building and managing websites for, 502–504
business-to-business, 488–490
business-to-consumer, 490–493
capabilities of, 486–488
challenges with, 493–496
continuing trends in, 504–505
definition of, 486
global environment for, 500–502
and Internet communication, 497–500
overview, 486
E-commerce professionals, 500
E-commerce sites, 14, 95, 96
Economics, 57, 58, 571–572
Economic analysts, 69
Economic challenges
evaluation of economic performance, 68–74
global challenges, 77–78
ECNs (electronic communications networks), 441
<table>
<thead>
<tr>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic challenges (continued)</td>
</tr>
<tr>
<td>management of economy’s performance, 74–76</td>
</tr>
<tr>
<td>microeconomics, 58–63</td>
</tr>
<tr>
<td>overview of, 57</td>
</tr>
<tr>
<td>Economic differences, international trade and, 93–94</td>
</tr>
<tr>
<td>Economic model, 39</td>
</tr>
<tr>
<td>Economic performance</td>
</tr>
<tr>
<td>flattening of business cycle, 69–70</td>
</tr>
<tr>
<td>managing, 74–76</td>
</tr>
<tr>
<td>price-level changes, 70–74</td>
</tr>
<tr>
<td>productivity and gross domestic product, 70</td>
</tr>
<tr>
<td>Economic trends, entrepreneurship and, 156</td>
</tr>
<tr>
<td>Economic unions, 100</td>
</tr>
<tr>
<td>Economists, 571</td>
</tr>
<tr>
<td>Economy, platform, 392</td>
</tr>
<tr>
<td>EDGAR Online, 452</td>
</tr>
<tr>
<td>EDI (electronic data interchanges), 489</td>
</tr>
<tr>
<td><strong>EDLP (everyday low pricing)</strong>, 364</td>
</tr>
<tr>
<td>Education, 42</td>
</tr>
<tr>
<td>cooperative, 556</td>
</tr>
<tr>
<td>for entrepreneurship, 153–154</td>
</tr>
<tr>
<td>ethical, 35–36</td>
</tr>
<tr>
<td><strong>EEOC</strong>, see Equal Employment Opportunity Commission</td>
</tr>
<tr>
<td>Effectiveness, website, 503–504</td>
</tr>
<tr>
<td>Electronics, disposal of, 40–41</td>
</tr>
<tr>
<td>Electronic banking, 444–445</td>
</tr>
<tr>
<td>Electronic communications, 165</td>
</tr>
<tr>
<td>Electronic communications networks (ECNs), 441</td>
</tr>
<tr>
<td>Electronic data interchanges (EDI), 489</td>
</tr>
<tr>
<td>Electronic exchanges, 490</td>
</tr>
<tr>
<td>Electronic monitoring of employees, 390</td>
</tr>
<tr>
<td><strong>Electronic storefronts</strong>, 491</td>
</tr>
<tr>
<td>El Salvador, 100</td>
</tr>
<tr>
<td>E-mail, 241</td>
</tr>
<tr>
<td><strong>Embargoes</strong>, 98</td>
</tr>
<tr>
<td>Emerging market economies (EMEs), 99</td>
</tr>
<tr>
<td>Employees</td>
</tr>
<tr>
<td>empowerment of, 227–230</td>
</tr>
<tr>
<td>equal opportunity, 47–49</td>
</tr>
<tr>
<td>recruitment and selection of, 201–203</td>
</tr>
<tr>
<td>rights of, 68</td>
</tr>
<tr>
<td>social responsibility and, 46–50</td>
</tr>
<tr>
<td><strong>Employee benefits</strong>, 207–208</td>
</tr>
<tr>
<td>Employee motivation, 213–217</td>
</tr>
<tr>
<td>equity theory, 214, 215</td>
</tr>
<tr>
<td>expectancy theory, 214</td>
</tr>
<tr>
<td>goal-setting theory, 215</td>
</tr>
<tr>
<td>Herzberg’s two-factor model of motivation, 214</td>
</tr>
<tr>
<td>and job design, 216</td>
</tr>
<tr>
<td>linking rewards to company performance, 228–230</td>
</tr>
<tr>
<td>management by objectives, 216</td>
</tr>
<tr>
<td>and managers’ attitudes, 216–217</td>
</tr>
<tr>
<td>Maslow’s hierarchy of needs, 212–214</td>
</tr>
<tr>
<td>overview of, 212</td>
</tr>
<tr>
<td><strong>Employee ownership</strong>, 134</td>
</tr>
<tr>
<td>Employee performance and communication, 236–245</td>
</tr>
<tr>
<td>and empowerment, 227–230</td>
</tr>
<tr>
<td>overview, 227</td>
</tr>
<tr>
<td>in teams, 230–236</td>
</tr>
<tr>
<td>Employee protection, 515</td>
</tr>
<tr>
<td><strong>Employee separation</strong>, 210–211</td>
</tr>
<tr>
<td>Employee stock ownership plans (ESOPs), 134, 228</td>
</tr>
<tr>
<td>Employment decisions, 567–568</td>
</tr>
<tr>
<td>Employment levels, 72–74</td>
</tr>
<tr>
<td><strong>Empowerment</strong>, 186, 227–230</td>
</tr>
<tr>
<td>Encoding messages, 237</td>
</tr>
<tr>
<td><strong>Encryption</strong>, 493–494</td>
</tr>
<tr>
<td>Endowment funds, 476</td>
</tr>
<tr>
<td><strong>End-use segmentation</strong>, 297, 298</td>
</tr>
<tr>
<td>Energy, environmental concerns and, 13</td>
</tr>
<tr>
<td>Energy level, of entrepreneurs, 157</td>
</tr>
<tr>
<td>Energy price shocks, 77</td>
</tr>
<tr>
<td>England, 10. See also Great Britain; United Kingdom</td>
</tr>
<tr>
<td>Enterprise computing, 385</td>
</tr>
<tr>
<td>Enterprise software, 18</td>
</tr>
<tr>
<td>Enterprise zones, 165</td>
</tr>
<tr>
<td><strong>Entrepreneurs</strong></td>
</tr>
<tr>
<td>characteristics of, 152, 156–160</td>
</tr>
<tr>
<td>definition of, 7, 148–149</td>
</tr>
<tr>
<td>environment for, 153–156</td>
</tr>
<tr>
<td>Entrepreneurial careers, 572–574</td>
</tr>
<tr>
<td><strong>Entrepreneurship</strong>, 7–9</td>
</tr>
<tr>
<td>definition of, 5, 148</td>
</tr>
<tr>
<td>international levels of, 154</td>
</tr>
<tr>
<td>and intraprise, 165–166</td>
</tr>
<tr>
<td>overview of, 148</td>
</tr>
<tr>
<td>reasons to choose, 150–152</td>
</tr>
<tr>
<td>starting a new venture, 160–165</td>
</tr>
<tr>
<td>and the supply curve, 61</td>
</tr>
<tr>
<td>Entry-level jobs, 554</td>
</tr>
<tr>
<td>Environmental concerns, 13, 14, 40–42, 180</td>
</tr>
<tr>
<td>Environmental impact studies, 259–260</td>
</tr>
<tr>
<td>Environmental protection, 40–42</td>
</tr>
<tr>
<td><strong>Environmental scanning</strong>, 285</td>
</tr>
<tr>
<td>E- procurement, 490</td>
</tr>
<tr>
<td>Equal Employment Opportunity Act, 47</td>
</tr>
<tr>
<td><strong>Equal Employment Opportunity Commission (EEOC)</strong>, 47, 49, 201–203, 210</td>
</tr>
<tr>
<td>Equal opportunity, employees and, 47–49</td>
</tr>
<tr>
<td>Equal Pay Act, 47, 48</td>
</tr>
<tr>
<td><strong>Equilibrium price</strong>, 62</td>
</tr>
<tr>
<td>Equity, 318–319, 409, 414</td>
</tr>
<tr>
<td>Equity capital, 470</td>
</tr>
<tr>
<td><strong>Equity financing</strong>, 164–165, 436</td>
</tr>
<tr>
<td><strong>Equity theory</strong>, 214, 215</td>
</tr>
<tr>
<td>ESOPs (employee stock ownership plans), 134, 228</td>
</tr>
<tr>
<td><strong>ESSs</strong> (executive support systems), 379</td>
</tr>
<tr>
<td>Esteem needs, 213</td>
</tr>
<tr>
<td>E-mail, 490. See also Business-to-consumer (B2C) e-commerce</td>
</tr>
<tr>
<td>ETFs (exchange traded funds), 447</td>
</tr>
<tr>
<td>Ethical action, 35, 36–37. See also Business ethics</td>
</tr>
<tr>
<td>Ethical awareness, 35</td>
</tr>
<tr>
<td>Ethical development, 31</td>
</tr>
<tr>
<td>Ethical dilemmas, 32–34</td>
</tr>
<tr>
<td>Ethical education, 35–36</td>
</tr>
<tr>
<td>Ethical environment, 35–37</td>
</tr>
<tr>
<td>Ethical issues, with information system use, 389–390</td>
</tr>
<tr>
<td>Ethical leadership, 25, 37</td>
</tr>
<tr>
<td>Ethical standards, 175–177</td>
</tr>
<tr>
<td>Ethics compliance programs, 30, 36</td>
</tr>
<tr>
<td>Ethics hotlines, 36, 37</td>
</tr>
<tr>
<td><strong>EU</strong>, see European Union</td>
</tr>
<tr>
<td>Euro, 454</td>
</tr>
<tr>
<td>Europe, 454, 501</td>
</tr>
<tr>
<td>European Union (EU), 90, 93, 101, 423, 454</td>
</tr>
<tr>
<td>Event marketing, 284</td>
</tr>
<tr>
<td>Evernote, 376</td>
</tr>
<tr>
<td><strong>Everyday low pricing (EDLP)</strong>, 364</td>
</tr>
<tr>
<td>Exchanges, see Stock markets</td>
</tr>
<tr>
<td>Exchange control, 98</td>
</tr>
<tr>
<td>Exchange process, 280</td>
</tr>
<tr>
<td>Exchange rates, 90–91, 94, 422–423</td>
</tr>
<tr>
<td>Exchange traded funds (ETFs), 447</td>
</tr>
<tr>
<td>Exclusive distribution, 332</td>
</tr>
<tr>
<td>Executive compensation, 215</td>
</tr>
<tr>
<td>Executive summary, business plan, 122, 549–550</td>
</tr>
<tr>
<td><strong>Executive support systems (ESSs)</strong>, 379</td>
</tr>
<tr>
<td>Existing business, purchase of, 162</td>
</tr>
<tr>
<td>Expansionary monetary policy, 74</td>
</tr>
<tr>
<td>Expectancy theory, 214</td>
</tr>
<tr>
<td>Expenditures, monitoring, 539</td>
</tr>
<tr>
<td>Expense items, 311</td>
</tr>
<tr>
<td><strong>Expert systems</strong>, 406, 423</td>
</tr>
<tr>
<td>Fast-casual dining, 18, 60</td>
</tr>
<tr>
<td><strong>FarmLog</strong> (app), 460</td>
</tr>
<tr>
<td>Farmers, distribution channels for, 321</td>
</tr>
<tr>
<td>Family-owned businesses, 134–135</td>
</tr>
<tr>
<td>Family and Medical Leave Act of 1993, 47, 48,</td>
</tr>
<tr>
<td>285</td>
</tr>
<tr>
<td>Fair Labor Standards Act of 1938, 218, 515</td>
</tr>
<tr>
<td>Family and Medical Leave Act of 1993, 47, 48, 122, 208, 515</td>
</tr>
<tr>
<td>Family brand, 318</td>
</tr>
<tr>
<td><strong>Family leave</strong>, 47</td>
</tr>
<tr>
<td>Family-owned businesses, 134–135</td>
</tr>
<tr>
<td>Farmers, distribution channels for, 321</td>
</tr>
<tr>
<td>FarmLog (app), 460</td>
</tr>
<tr>
<td>FASB (Financial Accounting Standards Board), 406, 423</td>
</tr>
<tr>
<td>Fashion jewelry, 149</td>
</tr>
<tr>
<td>Fast-casual dining, 18, 60</td>
</tr>
<tr>
<td>FCN (friendship, commerce, and navigation) treaties, 96</td>
</tr>
<tr>
<td>FCRA (Fair Credit Reporting Act), 286</td>
</tr>
<tr>
<td>FDIC (Federal Deposit Insurance Corporation), 445, 451</td>
</tr>
<tr>
<td><strong>Fed</strong>, see Federal Reserve System</td>
</tr>
<tr>
<td>Federal budget, 76</td>
</tr>
<tr>
<td>Federal Deposit Insurance Corporation (FDIC), 445, 451</td>
</tr>
<tr>
<td>Federal Food and Drug Act, 514</td>
</tr>
<tr>
<td>Federal funds rate, 439</td>
</tr>
<tr>
<td>Federal Reserve System (Fed), 122, 208, 515</td>
</tr>
<tr>
<td>Federal Reserve System (Fed), 122, 549–550</td>
</tr>
<tr>
<td>Federal Rules of Civil Procedure, 509</td>
</tr>
</tbody>
</table>
Green infrastructure strategies, 391
Green marketing, 41, 42
Grievances, 218
Grooming products, 119
**Gross domestic product (GDP)**
in developing nations, 87
and the European Union, 101
imports and exports, 85
and NAFTA, 100
nations with highest, 71
and productivity, 70
and small businesses, 116, 118
Gross output (GO), 70
Growth, sustained, 68
Growth stage (product life cycle), 312, 313
Growth, 68
Guatemala, 100
Guerrilla marketing, 345

H
Handling Objections (personal selling), 357
“Happy” (song), 340
“Happy Birthday to You” (song), 521
Hard currencies, 91
Hardware, 379–381
Haulers (YouTube), 508
Health Care and Education Reconciliation Act, 515, 532
Health care benefits, 208
Health care industry, 227–228
Health insurance, 531–532
Hedge funds, 446, 477
Helsinki, Finland, stock exchange in, 441
Herzberg’s two-factor model of motivation, 214
High-context cultures, 237–238
Hispanic Americans, 50
Historically Underutilized Business Zones (HUBZones), 122
History of business, 9–14
colonial period, 10
industrial entrepreneurs, 10–11
Industrial Revolution, 10
marketing era, 10, 11, 281, 282
production era, 10, 11, 281
relationship era, 10, 12–13, 281, 282
sales era, 281, 282
social era, 10, 13–14, 281, 282
Home-based businesses, 117
Homeland Security Act, 517
Homeowners’ insurance, 531
Honduras, 100
Honesty, 33
Hong Kong, 423, 441
Hong Kong Monetary Authority Investment Portfolio, 477
Hoover Dam, 135
Horizontal merger, 139
Hospitality, enlightened, 18
Hosts, computer, 389
Household income, 59–60
House of Cards (television series), 348
HUBZones (Historically Underutilized Business), 122
Human factors, in location decision, 260
**Human resource management**
compensation in, 206–210
definition of, 200
employee motivation in, 212–217
and employee separation, 210–211
and labor–management relations, 217–220
orientation, training, and evaluation in, 203–206
overview, 200
recruitment and selection in, 201–203
Hydrogen, 214
Hyperinflation, 71

I
**IABC (International Accounting Standards Board)**, 423
IASC (International Accounting Standards Committee), 423
Ice Bucket Challenge, 43, 44
Identity Theft and Assumption Deterrence Act, 517
IEX (Investor’s Exchange), 441
IFRS (International Financial Reporting Standards), 453
IMCs, see Integrated marketing communications
**IMF (International Monetary Fund)**, 99
Imports, 85, 89–90, 103–104
Importers, 103–104
Import/export coordinators, 104
Inbound telemarketing, 356
Inclusion, 234
Income
household, 59–60
maximizing, 538
personal, 536–537
Income inequality, 215
**Income statements**, 413–414
Incorporators, 137
Incubators, business, 125–126
Independent wholesaling intermediaries, 324–325
Index funds, 447
India
accounting standards in, 423
Dunkin’ Donuts in, 288
e-commerce growth in, 500
**Inflation**, 71

Infomercials, 351–352
Informal communication, 239, 242
Information, 45, 374
Information-oriented promotions, 373
Information security analysts, 577
Information sharing, 227–228
**Information systems**
and cloud computing, 385–386
components of, 376–377
computer hardware and software in, 379–382
data and, 374–375
definition of, 374
disaster recovery and backup for, 391–392
and the Internet, 383–384, 386
networks in, 383–385
overview, 373
security and ethical issues in, 387–390
technology and business, 373–374
trends in, 392–393
types of, 378–379
Information technology (IT), 155, 377, 378
careers in, 577
trends in, 392–393
Informativo advertising, 347
Infrastructures, 93–94, 259, 260
Infrastructure failures, 77
Infrastructure strategies, green, 391
Initial public offerings (IPOs), 438
Innovation(s)
disruptive, 373, 374
and small businesses, 120
through collaboration, 16–17
Inputs, costs of, 61
Insider trading, 452
Installations, 311
Institutional advertising, 346
Insurable interest, 528
Insurable risk, 528
Insurance
basic concepts, 527–529
and concept of risk, 526
definition of, 527
federal deposit, 445
overview of, 525–526
in personal financial planning, 543
and risk management, 526–527
sources of coverage, 529–530
types of, 530–533
Insurance companies, 446
Integrated marketing, in e-commerce, 487
**Integrated marketing communications (IMCs)**, 341–346
definition of, 341
in promotional mix, 342–344
promotional planning for, 345–346
and promotional strategy objectives, 344–345
Integrity, 33
Intellectual property, 521
Intelligent automation, 392
Intensive distribution, 332
Interactivity, of e-commerce, 487
Intermittent production process, 255
Internal data, 289
Internal locus of control, 159
International accounting, 421–423
exchange rates, 422–423
overview, 421–422
standards for, 423
International Accounting Standards Board (IASB), 423
International assets, management of, 469
International Consumer Electronics Show, 354
International direct investment, 106
International economic communities, 99–100
International Financial Reporting Standards (IFRS), 423
International fiscal policy, 75–76
International law, 511–512
International marketplace, size of, 86–87
International markets, marketing mix for, 288
International Monetary Fund (IMF), 99
International Organization for Standardization (ISO), 272
International regulations, trade and, 96–97
International trade barriers to, 91–98
drivers of, 85–88
expansion into, 102–107
measuring, 88–91
reducing barriers to, 98–101
International unions, 217
Internet, 117. See also E-commerce (e-business); Technology
future of, 386
impact on accounting, 409–410
influence and history of, 383–384
misuse of, 33
Internet communication, 497–500
blogs and publishing platforms for, 497–498
in online communities, 497
on social media, 499–500
and web-based promotions, 498–499
Internet Explorer, 513
Internet fraud, 495, 496
Internet of Everything, 392–393
Internet of Things (IoT), 392–393, 428
Internet recruiting, 201
Internet retailing, 326. See also E-commerce (e-business)
Internet Service Providers (ISPs), 290–291
Internships, 555–556
Intrapersonal skills for managers, 174
Intranet, 385
Intrapreneurship, 165–166
Introduction, business plan, 122, 550
Introduction stage (product life cycle), 312, 313
Inventory control, 265
Inventory management, 468
Investments, automated selection of, 447
Investment analysts, 578
Investment bankers, 438, 439, 444
Investment-grade bonds, 435
Investment planning, 543–544
Investors
activist, 138
angel, 164–165
responsibilities to, 50
stock market participation by, 442
Investor protection, 516
Investor’s Exchange (IXE), 441
Invisible hand, 6
Involuntary turnover, 210–211
IOS, 380, 387–388
IoT (Internet of Things), 392–393, 428
IoT Cloud, 393
iPad Pro, 380
iPhone, 92, 380, 381, 387–388
IPOs (initial public offerings), 438
Ireland, 101
ISO (International Organization for Standardization), 272
ISPs (Internet Service Providers), 290–291
IT, see Information technology
Italy, 96–97
IT managers, 577
Japan
central bank in, 454
communication in, 237
e-commerce growth in, 492
franchising in, 105
labor unions in, 220
in lawsuit against China, 512
Starbucks and expansion in, 182
tariffs in, 97
TripAdvisor in, 113
as U.S. trading partner, 87, 90
Jell-O (brand), 483
Jersey sponsorship, 350
JIT (just-in-time) systems, 266–267
Job application, video, 202
Jobcasts, 201
Job creation, 118–119, 125
Job design, 216
Job enlargement, 216
Job enrichment, 216
Job interviews, 565–568
asking and answering questions in, 566–567
and making employment decision, 567–568
successful, 565–566
Job market, 568–569
Job opportunities, learning about, 560
Job rotation, 216
Job searching, 557–560
Job security, 151
Job sharing, 209–210
Joint ventures, 106, 139–140
Judiciary, 510
Junk bonds, 436
Just-in-time (JIT) systems, 266–267
K
Keep a Child Alive program, 346
Kentucky, state e-procurement system, 490
Kindness campaign, 37
Kool-Aid (brand), 483
Knowledge management, 384
Kool-Aid (brand), 483
Leadership in Energy and Environmental Design (LEED), 256
Leadership styles, 185–186
Leading companies, 106
Learning organizations, 205
LearnVest, 447
LEED (Leadership in Energy and Environmental Design), 256
Legal differences, international trade and, 94–97
Legal environment, international trade and, 95–96
Legal system, 510–511
Leverage, 470–471, 478
Leveraged buyouts (LBOs), 478
Leverage ratios, 419
Liability- (ies), 408, 409, 411
Liability insurance, 531
Life insurance, 533
Lifestyle centers, 329
Lifestyle entrepreneurs, 151–152
Lifetime value of a customer, 300
Lilly Ledbetter Fair Pay Act of 2009, 206, 515
Limited-function merchant wholesaler, 325
Limited liability corporations (LLCs), 133
Limit orders, 567–568
Location-based anti-fraud systems, 495
Location decisions, 258–261, 329
Lodging managers, 575
Lodging managers, 575
Local area networks (LANs), 383
Local unions, 217
Location-based anti-fraud systems, 495
Location decisions, 258–261, 329
Lockheed managers, 575
Logistics, 332
Lollapalooza music festival, 343
London Stock Exchange, 441
Long-term funding, 475–477
hedge funds, 477
mix of short- and, 471
private equity funds, 476–477
private placements, 475
public sale of stocks and bonds, 475
venture capitalists, 475–476
Low-context cultures, 237
Loyalty, truth vs., 33–34
Loyalty programs, 353
M
M1, 449
M2, 449
McAfee VirusScan, 389
Macedonia, 101
Mac operating system, 381
Macroeconomics
capitalism, 63–66
definition of, 63
mixed market economies, 67, 68
planned economies, 66–67
Magazines, 249
Major purchases, 542–543
Make, buy, or lease decision, 264
Makeup Genius (app), 491
Malaysia, 96
Malware, 388–389
Managed care plans, 532
Management. See also Human resource management
autonomy for, 184
careers in, 574–575
change and leadership for, 19
and corporate culture, 187
critical thinking and creativity of, 18–19
decision making by, 183–185, 227–228
definition of, 172
of enterprises, 68
functions of, 174–175
hierarchy of, 172–173
labor relations with, 217–220
leadership by, 19, 185–187
open book, 401
in organizational structures, 188–193
overview, 172
planning in, 177–179
shortcomings of in small businesses, 120–121
skills for success in, 173–174
strategic planning process for, 179–183
vision and ethical standards in, 175–177
vision for, 17, 18
Management accountants, 404–405
Management analysts, 192
Management by objectives (MBO), 216
Management consultants, 192
Management development programs, 204–205
Management information systems (MISs), 379
Management style, 184
Management support systems, 379
Mandarin Chinese, 92
Manufacturer-owned wholesaling intermediaries, 324
Manufacturers’ agents, 325
Manufacturer’s brand, 317–318
Manufacturers’ reps, 325
Manufacturing, production vs., 252
Marketable securities, 467
"Market basket,“ 72
Market conditions, in a business plan, 123
Marketing. See also Customer-driven marketing
careers in, 575–577
cause, 285
content, 498
definition of, 279–281
in e-commerce, 487
event, 284
nontraditional, 283–285
not-for-profit, 282–283
organizational, 285
place, 284
relationship, 299–302
and utility, 280–281
Marketing concept, 281–282
Marketing era, 11, 281, 282
Marketing intermediaries, 322, 323–324
Marketing management careers, 576
Marketing mix, 267–288, 360–362
Marketing research, 288–291
Marketing research analysts, 301
Marketing section, business plan, 122, 550–551
Marketing strategy, 285–288
and product life cycle, 314
and product strategy, 311
Marketing websites, 488
Market interest rate, 436
Market orders, 442
Market penetration, 551
Market Reform Act of 1990, 452
Market segmentation, 291–298
business markets, 296–298
consumer markets, 292–296
definition of, 291
process of, 292
Marriott Rewards program, 301
Maslow’s hierarchy of needs, 212–214
Mass customization, 288
Mass production, 253–254
Massstige, 344
Materials handling, 333
Materials requirement planning (MRP), 266–267
Matrix organizations, 192–193
Mattresses, online shopping for, 155
Maturity stage (product life cycle), 312, 313
Max Factor (brand), 479
Maxwell House (brand), 483
MBO (management by objectives), 216
M-commerce (mobile commerce), 289, 492
Mediation, 218
Medicaid, 531
Medicare, 531
Merchant wholesalers, 324
MERCOSUR customs union, 100
Mergers, 139, 477–478
Mexico, 236
and Domino’s Pizza, 105
and Ford Motor Company, 94
investment in, 183
Lego factory, 58
and NAFTA, 100
and offshoring, 105–106
stock exchange in, 441
as a trading partner, 87
Mexico City, Mexico, stock exchange in, 441
Microeconomics, 57–63
demand, factors driving, 58–60
interactions between demand and supply, 62–63
supply, factors driving, 60–61
Microloans, 124
Microsoft Office, 376
Microsoft PowerPoint, 382
Microsoft Windows 10, 376
Middle East, 501
Middle management, 172, 173
Middlemen, see Marketing intermediaries
Military veterans, 47
Millennials, 15, 155, 210, 294, 338, 345, 492, 499, 535
Minorities, small business opportunities for, 126–127
Mint.com, 445
Minute Clinics, 288
Misleading advertising, 45
MISs (management information systems), 379
Missionary selling, 356
Mission statements, 123, 179–180
Mixed market economies, 67, 68
MNCs (multinational corporations), 106–107
Mobile banking, 445
Mobile commerce (m-commerce), 289, 492
Mobile devices, 13–14, 392
Mobility, in the workforce, 16
Modified breakeven analysis, 363
Monetary policy, 74–75, 448–450
Money, effective use of, 538–539
Money management, 540–541
Money market instruments, 433
Monopolies, 64, 65
Monopolistic competition, 64–65
Monster (brand), 312
Montenegro, 101
Mortgage pass-through securities, 435
Mortgage Reform and Anti-Predatory Lending Act of 2007, 512
Motivation, see Employee motivation
Motivator factors, 214
Motor Carrier Act and Staffers Rail Act, 514
MRP (materials requirement planning), 266–267
Multidomestic business strategies, 107, 108
Multinational corporations (MNCs), 106–107
Mumbai, India, stock exchange in, 441
Municipal bonds, 434
Music artists, marketing by, 295
Mutual funds, 446, 447
N
NAFTA, see North American Free Trade Agreement
NAICS (North American Industry Classification System), 297
NASDAQ (National Association of Securities Dealers Automated Quotation), 440, 441
NASDAQ Composite, 441
National brands, 317–318
National Broadband plan, 486
National debt, 76
National Do Not Call registry, 326, 356–357
National Environmental Policy Act, 514
National Flood Insurance Program, 531
National Labor Relations Act of 1935, 218
National Labor Relations Board, 218
National unions, 217
Natural resources, 4–5, 61
Nearshoring, 16
Necker Island (British Virgin Islands), 361
Negotiable instruments, 519
Netherlands, 107
Networks, 383–385
LANs and WANs, 383
virtual, 384–385
wireless local, 383
Net worth, 432, 539–540
New industries, creation of, 119–120
New-product development, 314–316
Newspapers, 349
New York City, 283, 352
New York Stock Exchange (NYSE), 406, 439–441, 453–454, 461
New Zealand, 97, 238
Nicaragua, 100
Noise, communication and, 237, 238
Nondepository financial institutions, 446
Nonpersonal selling, 343
Nonprogrammed decisions, 183
Nonstore retailers, 326
Non-tariff barriers, 97–98
Nonstore retailers, 326
Nontraditional marketing, 283–285
Nontraditional students, 568
Nonverbal communication, 239, 242–243
Norming stage (team development), 234
North America, 500, 501
North American Free Trade Agreement (NAFTA), 100, 297, 423, 511
North American Industry Classification System (NAICS), 297
Norway, 113, 476, 477
Norton AntiVirus, 389
Oceana, 501
Oil (brand), 318
Offset agreement, 104
Offensive listening, 239
Offensive listening, 239
Offshore, 16, 105–106
Oligopoly, 64, 65
Ol’ Roy (brand), 318
One-on-one marketing, 302
Online banking, 445
Online buyers and sellers, 492
Online communities, 497
Online payment systems, 14, 493–494
Online résumé submission, 564–565
Online retail sales, 490
Online shopping, 155
On-the-job training, 204
Open book management, 401
Open market operations, 449, 450
Operating plans, 464
Operating systems, 381
Operational planning, 178, 179
Operational support systems, 378
Opportunities, see SWOT analysis
Optimism, 157–158
Oral communication, 238–240
Orange is the New Black (television series), 348
Order processing, 333, 355
Oreo (brand), 342
Organization, 98–99, 188
Organizational shaping of ethical conduct
ethical action, 36–37
ethical awareness, 35
ethical education, 35–36
ethical leadership, 37
Organizational structures
degradation, 190
departmentalization, 188–190
types of, 191–193
Organization chart, 189
Organization for Economic Cooperation and Development Anti-Bribery Convention, 95
Organizational marketing, 285
Organizing, 175
Oscar Meyer (brand), 483
OSHA Act, 515
Outbound telemarketing, 356–357
Outdoor advertising, 350–351
Outsourcing, 16, 211
Overseas divisions, 106
Over-the-counter selling, 355
Ownership, 68. See also Business ownership
Ownership utility, 280, 281
Ozone safe/friendly, 42
P
Packaging, 320–321, 342
Paid time off (PTO), 209
Paraguay, 100
Paris, France, stock exchange in, 441
ParkWhiz (app), 460
Partnerships, 132
Part-time workers, 15
Patent Reform Act of 2011, 520
Patents, 520
Patient Protection and Affordable Care Act, 122, 515, 532
Pawnshops, 82
Payment systems, online, 493–494
Peachtree (software), 410
Penetration pricing, 364
Pension funds, 446
Pension Protection Act, 515
Performance, see Economic performance; Employee performance
Performance appraisals, 205–206
Performing stage of team development, 234
Perpetual inventory, 265
Personal bankruptcies, 522–523
Personal characteristics, for global business
career, 571
Personal financial management
decisions affecting, 540–545
management, 536
meaning and importance of, 536–537
model of, 538–539
overview of, 535–536
and setting personal goals, 539–540
and consumer perceptions of price, 365–366
overview of, 362
Price wars, 361
Price determination, 362
and pricing objectives in marketing mix, 360–362
For retailing, 328–329
Primary data, 289–290
Primary demand, 341
Persuasive advertising, 347
PERT (program evaluation and review technique), 269–270
Pet food market, 65
Philippines, 105, 314
Phishing, 388, 495
Physical distribution, 321, 332–334
Physical factors, in location decision, 259, 260
Physiological needs, 213
Pick-and-place robots, 257
Picketing, 219
Place marketing, 284
Place utility, 280
Planned economies, 66–68
Planned shopping centers, 329
Planning, 174
at different organizational levels, 179
importance of, 177–179
types of, 177–178
for website, 503
Plant managers, see Production managers
Platform economy, 392
P&L (profit-and-loss) statements, 413–414
Podcasts, 201
Point-of-purchase (POP) advertising, 354
Poland, 101, 113
Politie listening, 239
Political climate, international trade and, 95
Political differences, international trade and, 94–97
POP (point-of-purchase) advertising, 354
Population, top ten nations based on, 86
Portfolio managers, 579
Positioning, 344
Postconventional stage of individual ethics, 31
Posture, 242
Potential sales revenue, 551
The Practice of Management (Drucker), 216
Preconventional stage of individual ethics, 31
Predictable disruption, 392
Preferred stock, 136, 137, 437
Pregnancy Discrimination Act, 47, 48
Premiums, 353, 446, 527
Presentation stage (personal selling), 357
Prestige pricing, 360–362
Price
consumer perceptions of, 365–366
definition of, 360
determination of, 362
and quality, 365–366
Price/earnings ratio, 436
Price-level changes, 70–74
employment levels, 72–74
measurement of, 72
overview of, 70–72
Price wars, 361
Pricing objectives, 360–362
Pricing strategies, 287, 360–366
alternative, 363–365
breakeven analysis, 362–363
competitive pricing, 365
and consumer perceptions of price, 365–366
overview of, 362
and pricing objectives in marketing mix, 360–362
for retailing, 328–329
Primary data, 289–290
Primary demand, 341

Primary markets, 438
Privacy, 290–291, 495
Private brands, 318
Private business ownership, 131–135
corporations, 132–134
family-owned businesses, 134–135
not-for-profit corporations, 135
partnerships, 132
sole proprietorships, 131
Private clouds, 385
Private employment agencies, 559
Private enterprise system, 6–9, 63–66
basic rights in, 7
entrepreneurship in, 7–9
Private equity funds, 476–477
Private exchanges, 490
Private governments, 530
Private investment, small businesses and, 126
Private placements, 475
Private property, 7
Privatization, 67
Problem-solving team, 230–231
Process control systems, 378, 379
Process departmentalization, 189
Process layout, 262, 263
Production, 310
Product advertising, 346
Product departmentalization, 189
Product differentiation, promotion for, 344
Product identification, 317–321
brand categories, 317–318
brand equity, 318–320
brand loyalty, 318
brand name selection, 317
packages and labels, 320–321
Production
control of, 267–270
customer-driven, 254
factors of, 4–5, 61, 85–86
flexible, 254
location decision in, 258–261
mass, 253–254
overview, 252–253
processes of, 255–258
quality of, 270–272
strategic importance of, 253–254
and technology, 255–258
typical systems, 252
Production and operations management, 253
Production control, 267–270
Production era, 11, 281
Production managers, 261–266, 270
facility layout, 262–263
implementation of production plan, 263–267
planning production process, 261–262
Production planning, 267
Production plans
implementing, 263–267
inventory control in, 265
for just-in-time systems, 266–267
make, buy, or lease decision in, 264
materials requirement planning in, 266–267
selection of suppliers in, 264–265
Production processes, 255–258
Productivity, 70
Product layout, 262, 263
Product liability, 44, 521–522
Product life cycle, 312–316
and advertising, 347
marketing strategy implications, 314
and new-product development, 314–316
stages in, 313–314
Product lines, 312
Product managers, 319
Product mix, 312
Product placement, 345
Product-related segmentation, 292, 296
Product strategies, 287, 309–317
classifying goods and services, 309–311
marketing strategy implications, 311
for product identification, 317–321
and product life cycle, 312–317
product line in, 312
product mix in, 312
for retailing, 328
Product usage rate, 296
Professional rules of conduct, 453
Profits, 3, 68
Profitability objectives, 360
Profitability ratios, 418
Profit-and-loss (P&L) statements, 413–414
Program evaluation and review technique (PER), 269–270
Programmed decisions, 183
Promotions, 341
consumer-oriented, 352–354
information-oriented, 373
web-based, 498–499
Promotional mix, 342–344
Promotional planning, 345–346
Promotional strategies, 341–360
and advertising, 346–352
customer-oriented, 352–354
and integrated marketing communications, 341–346
objectives of, 344–345
personal selling, 354–358
for public relations, 358–359
pushing and pulling, 359–360
in retailing, 330
for target market, 287, 288
trade-oriented, 354
Property, types of, 519–520
Property and liability insurance, 530–531
Property law, 519–520
Prospecting stage (personal selling), 357
Psychographic segmentation, 292, 295–296
PTO (paid time off), 209
Public accountants, 402–404
Public business ownership, 135–136
Public clouds, 385
Public Health Cigarette Smoking Act, 514
Public-health issues, 39–40
Public insurance agencies, 529–530
Publicity, 359
Publicly held corporations, 137
Public relations, 358–359, 576
Public relations crises, 244–245
Public sale, of stocks and bonds, 475
Publishing platforms, 497, 498
Pulling strategy, 359
Pulse (publishing platform), 500
Pure competition, 64
Pure risk, 526
Pushing strategy, 359
Qualifying stage (personal selling), 357
Quality, 270–272, 365–366
Quality control, 271–272
Quality-of-life issues, 46–47, 151–152
Quality ratings, for bonds, 435–436
QuickBooks, 410, 420, 487
Quotas, 97
Rack jobbers, 324–325
Radio, 349
Radio-frequency identification (RFID) technology, 320–321, 333
Rail Passenger Service Act of 1970, 136
Ratio analysis, 416–419
Raw materials, 471
R&D (research and development), 75
Rebates, 353
Recession, 69–70
Recycling, 40–42
Reese’s Peanut Butter Cups, 302, 410
Refillable products, 42
Regular dividend, 471
Regulated monopolies, 65–66
Regulation FD (Fair Disclosure), 50
Regulation of financial system, 450–454
bank regulation, 451–452
financial market regulation, 452
self-regulation of securities industry, 453–454
Regulatory environment for business, 512–514
Relationship era, 12–13, 281, 282
Relationship management, 13
Relationship marketing, 299–302
benefits of, 300
definition of, 300
tools for, 301–302
Relationship selling, 355
Religious attitudes, international trade and, 93
Reminder-oriented advertising, 347
Research and development (R&D), 75
Restricted stock awards, 230
Restrictive monetary policy, 74
Results-oriented résumé, 563
Résumés, 122, 201, 551–552, 560–565
cover letters for, 564
creating strong, 561–564
online submission of, 564–565
organizing, 560–561
Retail competition, 328–330
customer service strategy, 328
determining target market, 328–329
location in, 329
pricing strategy, 328–329
product strategy, 328
promotional strategy, 329–330
store atmospherics, 330
Retailer-owned cooperatives, 325
Retailers, 323, 325–330
competition between, 328–330
nonstore retailers, 326
store retailers, 326–327
Retailing, 325–330
customer service strategy, 328
identifying target market, 328–329
location in, 329
pricing strategy, 328–329
product strategy, 328
promotional strategy, 329–330
store atmospherics, 330
Revenue bonds, 434
RFID (radio-frequency identification) technology, 320–321, 333
Rights, in the private enterprise system, 7
Right-time marketing, 487
Risk, 526
assessing, for business plans, 123
avoiding, 526
reducing, 526–527
self-insuring against, 527
shifting, to insurance company, 527
Risk management, 526–527. See also Insurance
Risk-return trade-off, 463
Risk tolerance, 442
Robo advisors, 447
Robots, 256–257
Routing, 268
Rubber band bracelets, 169
Rule 11, 509
Rule of indemnity, 528
Runs, on banks, 445
Russia, 261, 500
S
SaaS (software-as-a-service) model, 385
Safety, 44–46
Safety needs, 213
Safety, 44–46
Seasonal unemployment, 73, 74
Secondary markets, 439
Secured bonds, 435
Secure Sockets Layer (SSL) technology, 493, 494
Securities, 433–438
bonds, 433–436
convertible, 437–438
definition of, 433
marketable, 467
money market instruments, 433
self-regulation of industry, 453–454
stock, 436–437
Securities analysts, 578–579
Securities Exchange Act, 515
Security Governor for Healthcare, 494, 495
Security issues
with e-commerce, 494, 495
with information systems, 387–388
Seed capital, 163
Segmentation
of business markets, 296–298
of consumer markets, 292–296
Selection, of human resources, 201–203
Selective demand, 341
Selective distribution, 332
Self-actualization needs, 213
Self-assessment for career development, 556–557
Self-confidence, 157–158
Self-insuring, 527
Self-managed teams, 230, 231
Sellers, 492
Seller’s market, 282
Sell-offs, 478
Sender, 237
SEO (search engine optimization), 498
Serbia, 101
Serial entrepreneurs, 149–150
Servers, 380
Services, classification of, 311
Service sector, 89
Sexism, 50
Sexual harassment, 49–50
Shadow banking system, 446
Sharing services, 56
Sherman Act, 65, 513
Shopping products, 310
Short-term loans, 473–474
Short-term funding
commercial paper, 474
loans, 473–474
mixture of long- and, 471
sources of, 473–474
trade credit, 473
Short-term loans, 473–474
Short-term monopolies, 65
Showrooming, 355, 364
Silk Road, 88
Singapore, 113, 477
Siri, 498
Six Sigma, 272
Skimming pricing, 364
Skunkworks, 165
Skype, 202, 398, 476
Small businesses, 115–127
assistance for, 123–127
best industries for starting a new business, 118
business plans of, 122–123
economic contributions of, 118–120
and entrepreneurs, 7
overview of, 115
PayPal loans for, 464
reasons for failure of, 120–122
typical, 116–117
Small Business Administration (SBA), 115, 124–125, 127, 151, 163, 165, 553, 573
Small Business Investment Companies (SBICs), 124
Smart phones, 373, 374
Smoking, 39
Snapchat (app), 8, 282, 349, 364, 491, 492, 496, 499
Snickers (brand), 345
Social audits, 39
Social capital, 119
Social collaboration tools, 229
Social differences, international trade and, 92–93
Social entrepreneurs, 150
Social media, 10, 13–14, 281, 282
Socialism, 66, 68
Social media, 186
in branding, 404
communication on, 499–500
and entrepreneurship, 155
online profiles for, 558
screening job candidates via, 213
Social (belongingness) needs, 213
Social networking sites, 499–500
Social responsibility, 20. See also Business ethics
at Benefit Corporations, 133
at Breakthrough Energy Coalition, 66
cause marketing by Dell, 284
by Chinese entrepreneurs, 14
to customers, 44–45
defined, 37
to employees, 46–50
for endowment funds, 476
energy efficiency at Starbucks, 240
food waste reduction, 96
Forest Stewardship Council certification, 256
fuel from plastic waste, 161
to the general public, 39–44
genetically modified ingredients, 38
green banks, 432
green infrastructure strategies, 391
to investors and the financial community, 50
overview of, 37–39
Solid Waste, Recycling and Related Industries
Division of Teamsters, 220
sustainable accounting practices, 410
sustainable packaging for water, 342
sustainable practices at Levi Strauss & Co., 180
“trashion” fashion collection, 314
upcycling, 496
Social Security, 530, 532–533, 544
Socioeconomic model, 39
Soft currencies, 91
Software, 166, 381–382, 409–410, 553–554
Software-as-a-service (SaaS) model, 385
Sole proprietorships, 131
Southeast Asia, 500
South Korea, 87
Sovereign wealth funds, 476, 477
Soviet Union, 67
SOX, see Sarbanes-Oxley Act of 2002
S&P 500 Index, 577
Span of management, 190
Special K (brand), 314
Specialty advertising, 354
Specialty products, 310
Speculative bonds, 435, 436
Speculative risk, 526
Spin-offs, 478–479
Spreadsheet applications, 410
Springing, 268
Splitting, to insurance company, 527
Splitting, to insurance company, 527
Supply chain management, 130
Supply chain, 130
Supervisors, 588–590
Supply and demand, 46–47
Supply and demand, 46–47
Sustainable Economic Development
Sustainable products, 310
Sustainable practices, 150
Sustainable practices, 150
Sustainable packaging for water, 342
Sustainable packaging for water, 342
Sustainable practices at Levi Strauss & Co., 180
Sustainable practices at Levi Strauss & Co., 180
Sustainable packaging, 124–125, 127, 151, 163, 165, 553, 573
Sustainable packaging, 124–125, 127, 151, 163, 165, 553, 573
Sustainable practices, 150
Sustainable practices, 150
Sustainable packaging, 124–125, 127, 151, 163, 165, 553, 573
Sustainable packaging, 124–125, 127, 151, 163, 165, 553, 573
Subject Index

Switzerland, 72, 237, 421
Sweepstakes, 353
Sustainable packaging, 342
Sustainable fuel, 161
Sustainable accounting practices, 410
Sustainability initiatives, 40
Surveys, marketing research, 290
Suppliers, number of, 61
Supervisory management, 172, 173
Succession in family-owned businesses, 134
Substitute goods, 59, 60
Subprime mortgages, 435
Substance abuse, 40
Substitute goods, 59, 60
Succession in family-owned businesses, 134
Super Bowl, 284, 344, 348, 359–360
Supervisory management, 172, 173
Suppliers, number of, 61
Supplier selection, 264–265
Supplies, goods as, 311
Supply, 58, 60–63
Supply chains, 332, 483
Supply curve, 60–61
Surface (tablet), 380
Surge pricing, 361
Surveys, marketing research, 290
Sustainability, 40
Sustainability initiatives, 40
Sustainable accounting practices, 410
Sustainable fuel, 161
Sustainable packaging, 342
Sweepstakes, 353
Switzerland, 72, 237, 421

SwOT analysis, 181–182
Synergy, 478
Synthetic production system, 255
Systemic discrimination, 47

T
Tactical planning, 178, 179
Taft-Hartley Act of 1947, 218
Taiwan, 112
Targets, merger, 478
Target market, 287–288, 328–329
Tariffs, 97
Taster’s Choice (brand), 317
Tax, 61, 76, 122, 132, 428, 523
Tax-Aide, 402
Tax credits, 122
Tax planning, 542

Teams
characteristics of, 232–235
cohesiveness and norms in, 235
conflict in, 235–236
overview of, 230–232
Team-building retreats, 235
Team cohesiveness, 235
Team diversity, 233, 234, 236
Team level, 233
Team norm, 235
Team size, 232–233
Teardown, 271
Technical skills, for managers, 173–174
Technology. See also specific entries, e.g.: Internet
Amazon’s Dash button, 331
automated investment selection, 447
and business, 373–374
business iPhone apps, 92
capital, 5
for collaboration, 229
costs of, 61
digital learning, 205
employee collaboration via the cloud, 229
ethical behavior, 31
at fashion retailers, 6
high-tech jobs, 125
and home-based businesses, 117
Ice-Bucket Challenge, 43
information technology, 155
Internet of Things, 393
and intrapreneurship, 166
and make, buy, or lease decision, 264
marketing by music artists with, 295
online employment searching, 558–559
in production processes, 255–258
productivity gains with, 73
recruiting techniques, 201
and small business loans, 119
small business loans at PayPal, 464
Snapchat and showstopping, 364
social media in branding, 404
social media use by CEOs, 186
and venture capital, 126
video recruitment, 202
virtual cosmetic counter, 491
Telecommunications Act, 514
Telecommunications protection, 516–517
Telecommuting, 210
Telemarketing, 355–357
Telemarketing Sales Rule, 356–357, 517
Television, advertising on, 347–348
TeleZapper (product), 326

Tender offers, 477
Test marketing, 315–316
Thailand, 113
Theory X, 216
Theory Y, 217
Theory Z, 217
Threats, see SWOT analysis
3D printing, 264
360-degree performance review, 206
Thrift institutions, 445
Ticker symbols, 436
Tide (brand), 317, 318
Timber, 4–5
time utility, 280
Title VII, see Civil Rights Act of 1964
Tobacco products, 39
top management, 172–173
Toronto, Canada, stock exchange in, 441

Torts, 521–522
Total cost, 362
Total Fraud Protection, 372
Total revenue, 391
Tour de Cure events, 284
Trade, see International trade
Trade credit, 473
Trade deficit, 88
Trademarks, 317, 520
Trade promotion, 354
Trade restrictions, 97–98
Trade shows, 354
Trade surplus, 88
Trade unions, 99
Trading partners, 87
Trading volume, 436
Training programs, 203–205
Transaction management, 12
Transaction processing systems, 379
Transformers: Age of Extinction (film), 345
Transportation factors, in location decision, 258, 259
Transportation modes, 333
“Trashion” fashion collection, 314
Treasurers, 462
Treasury bills, 76
Treaties, 96
Trial courts, 510
Triple bottom line, 39
Trivision, 351
Troy horses, 389
Trucking industry, 5
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Truth in Lending Act, 512
Truth, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–34
Trust, digital, 392
Trust, loyalty vs., 33–33
Trust in Lending Act, 512
Turkey, 101, 113
Turnover, 210–211
two-factor model of motivation, 214

U
UCC (Uniform Commercial Code), 518–519
Underwriting, 438, 439, 475
Underwriting discounts, 475
Unemployment, 73–74, 77
Unemployment insurance, 529
Unemployment rate, 73
Unicorns, 374
Uniform Commercial Code (UCC), 518–519
Unified Services Employment and Reemployment Rights Act, 48, 515
Uniform Partnership Act, 130
Union contracts, 218
United Kingdom, 87, 95, 101, 107, 469, 492. See also England; Great Britain
United States
e-commerce growth in, 492
IFRS in, 423
Internet users in, 486
labeling in, 320
labor unions in, 220
major exports and imports in, 89–90
UNIVAC I, 379
Universal product code (UPC), 320
Unix, 381
Unsought products, 310
UPC (universal product code), 320
Upcycling, 496
Uruguay, 100
USA Patriot Act, 513
Utility, 252, 280–281

V
Value, accentuating, 344, 345
Values, international trade and, 93
Variable costs, 362
Vendor-managed inventory, 265, 333
Venture capital, 126
Venture capitalists, 164, 475–476
Vertical mergers, 139
Vice presidents for financial management (planning), 462
Video job applications, 202
Video recruitment, 202
Video rentals, 19
Vietnam, 106
Vietnam Era Veterans Readjustment Act, 47, 48
Vine (app), 282
Viral advertising, 348–349
Virtual cosmetic counters, 491
Virtual networks, 384–385
Virtual private networks (VPNs), 384–385
Virtual shareholder meetings, 458
Virtual teams, 230–232
Viruses, 388–389
Visa Mobile Location Confirmation, 495
Vision, 17, 18, 156–157, 175–176
Vocational Rehabilitation Act, 48

Volume objectives, 360
Voluntary turnover, 210
Volunteerism, 43–44
VPNs (virtual private networks), 384–385
W
Wages, 206
Wages payable, 408
Wagner Act, 218
Walkouts, 219
WANS (wide area networks), 383
Wardrobing, 329
Warehousing, 333
Warranties, 334, 519
Water, sustainable packaging for, 342
Weaknesses, see SWOT analysis
Wealth, 86, 538
The Wealth of Nations (Smith), 6
Web-based promotions, 498–499
Web logs, see Blogs
Websites, capabilities of, 487–488
developing, 503
measuring effectiveness of, 503–504
popular U.S., 502
and recruiting, 201
WeChat (product), 306
WeFire (product), 306
Western Europe, 220. See also European Union (EU)
WhatsApp, 282
Wheeler-Lea Act, 45, 513
Wheel of retailing, 327
Whistle-blowing, 34
Wholesalers, 323–325
Wholesaling, 324–325
independent intermediaries, 324–325
manufacturer-owned intermediaries, 324
retailer-owned cooperatives and buying offices, 325
Wholesaling intermediaries, 324–325
Wide area networks (WANs), 383
Wi-Fi, 383
Windex (brand), 317
Wireless fidelity, 383
Wireless local networks, 383

Women
sexual harassment, 49–50
small business opportunities for, 126–127
Women-owned small businesses (WOSBs), 127
Wonderlic Basic Skills Test, 203
Work, changing nature of, 16
Worker incentives, 68
Workers’ compensation, 529–530
Workforce, 14–17
aging population and shrinking labor pool, 15
changes in, 15–17
development of, 42
digital, 392
diversity of, 15–16
flexibility and mobility, 16
innovation through collaboration, 16–17
outsourcing and changing nature of work, 16
Work-life balance, 46–47
Workplace safety, 46
Work teams, 230
World Bank, 76, 99
World Factbook, 102, 572
World markets, competition in
barriers to international trade, 91–98
developing international business strategy, 107–108
drivers of trade, 85–88
expansion into global trade, 102–106
measuring trade between nations, 88–91
overview of, 85
reducing barriers to trade, 98–101
World Trade Organization (WTO), 98–99,
511, 512
World Wide Web, 384
WOSBs (women-owned small businesses), 127
Written communication, 239, 240–241
WTO, see World Trade Organization

Y
Yield, 442
YouthRules! initiative, 46

Z
Zest (brand), 479