

A

- AARP. See American Association of Retired Persons (AARP)
- ability, 353
- Academic Skills and Abilities
- civil engineering, 581
 - computer-aided design, 491
 - computer hardware development, 287
 - educational camp director, 383
 - e-travel, 249
 - food services, 69
 - information technology consulting, 343
 - manufacturing, 157
 - paper manufacturing, 437
 - physical therapy clinic, 635
 - software development, 211
- access cards, 207
- accommodation, for persons with disabilities, 278, 280
- accountant, 300
- accounting
- balance sheet, 304
 - for business, 300–301
 - as business function, 102
 - computerized, 305
 - defined, 300
 - electronic data interchange (EDI) and, 300
 - financial claims in, 301–302
 - financial reports and, 301
 - financial statements, 302–305
 - generally accepted accounting principles (GAAP), 301
 - income statement, 303
 - “language of business,” 301
 - property ownership and control, 301–302
 - questionable, 301
 - statement of cash flows, 304–305
 - terms used in, 301–302
 - See also financial plan
- accounting equation, 302
- accounting period, 302
- accounting software, 143, 300, 303, 304, 336
- accounts payable, 302
- accounts receivable, 301
- Ace Hardware, 393
- ACORN. See Association of Community Organizations for Reform Now (ACORN)
- action-orientation, of successful entrepreneurs, 77
- action plan, for financial goals, 500
- actual cash value
- collision insurance, 606
 - homeowners insurance, 613
- actual damages (insurance), 611
- adaptation to change, 354
- adaptive technologies, 278
- ad campaigns, 240
- additional living expenses insurance, 611, 612
- addition, of multiple numbers, 512
- Adecco (employment agency), 359
- Adobe InDesign desktop publishing software, 336
- Advanced Physical Therapy, P.C., 585, 634–635
- advertising
- bait-and-switch tactic, 410
 - as consumer information source, 429, 431
 - for credit cards, 478
 - cross-cultural, 237
 - defined, 103, 235
 - emotional, 396
 - false, 182
 - humor in, 236
 - information in, 396
 - out of state, 182
 - rational, 396
 - slogans, 235
 - studying, by consumers, 396
 - top 10 companies by dollars spent, 236
- advertising agencies, 240
- advertising media
- cross-cultural advertising, 237
 - direct-mail, 237
 - directory, 237
 - infomercials, 236
 - magazines, 236
 - mass media, 235
 - newspapers, 235
 - online, 238
 - outdoor, 238
 - print media, 235
 - radio, 237
 - television, 236
 - transit, 238
 - webcasting, 238
 - why companies advertise, 235
 - See also media measurement; media rates; target markets
- advertising rates. See media rates
- Aetna, 627
- African Americans, in management positions, 279
- age
- Age Discrimination in Employment Act, 280
 - baby boom generation, 279, 354
 - of computer users, 314, 315
 - of employees, work permits and, 367
 - life expectancy chart, 622
 - older workers, 259
 - of people uninsured, 628
 - of retirement, working past, 279
 - retirement account balances by, 532
 - of U.S. workers, 279
- Age Discrimination in Employment Act, 280
- ageism, 280
- agency bonds, 550
- aggressive portfolio, 162
- Agora Partnerships, 100
- agreements. See business agreements, protecting
- agriculture
- gross domestic product (GDP) and, 50
 - subsidies for, 187
- agriculture-based economy, 39
- air bags, 595
- algebra
- equations, 18, 106, 122, 146, 154
 - graphing, quantitative relationships, and, 34
 - solving for the unknown, 380
 - variables and expressions, 4
- algebraic expressions, 4, 74
- Alienware, 253, 286–287
- alliances, in trade, 172–173
- allocation of resources, by governments, 189
- allowance (teen income), 500
- Alternative Board, The (TAB), 118
- American Association of Retired Persons (AARP), 259, 397
- American City Business Journals*, 78
- American Express, 451
- American Stock Exchange (Amex), 557
- Americans with Disabilities Act (ADA), 62, 280
- Amex. See American Stock Exchange (Amex)

- analysis
 fundamental, 140
 technical, 140
See also data analysis
- angel investors, 292
- annual fee, on credit cards, 462
- annual percentage rate (APR), 447, 461
- antitrust laws, 182, 408
- anti-virus software, 321
- apartment buildings, as investment property, 570
- Apple Computer Inc., 329, 408
 OS X, 334
 Windows for, 334
- appliances
 consumer protection for, 424
 loans for, 466, 467
- application (job), 259
- application programs (software), 334–336
- appositive, 324
- appraisals, employee (performance), 264
- APR. *See* annual percentage rate (APR)
- aptitude, 353
- aQuantive Inc., 242
- Arbitron Company, 241
- area, formulas for finding, 106, 324, 394
- ASCII code, 318
- ASEAN. *See* Association of Southeast Asian Nations (ASEAN)
- Asian demographic, U.S., 279
- Ask Standard & Poor's
 balance sheet, 270
 bonds, 4, 388
 budgeting, 512
 corporate financial performance and the effect on credit quality, 544
 credit cards, 20
 credit risk assessment, 586
 debt, advantages of, 442
 diversification, 92
 earnings and the P/E ratio, 254
 employee stock options, 364
 financial risk, 36
 hedge funds, 496
 industry classifications, 232
 industry surveys, 216
 insurance, term and whole life, 618
 insurance, vehicle and property, 602
 investment alternatives, 162
- investment goals, 108
- investment types, 178
- investor protection, 420
- long-term investment strategy, 74
- professional help with investing, 124
- researching stocks, 140, 310
- retirement plan: IRAs, 348
- savings accounts, 528
- statistical analysis, 194
- stock buying strategies, 326
- stock market fluctuations, 474
- taxes and investing, 404
- time value of money, 52
- variable and fixed rate loans, 458
- venture capital, 292
- asset category, 92
- assets
 of business, 296
 current, 301
 defined, 301
 fixed, 301
- Association of Community Organizations for Reform Now (ACORN), 397
- Association of Southeast Asian Nations (ASEAN), 173
- Atlanta, Georgia, housing costs, 569
- attendance, perfect, of value to employers, 374
- attitude, in job search, 369
- audience, for media types, 241
- audit, 300
- Australia, 166, 167, 171
- Austria, 173
- authoring tools, 278
- autocratic leadership style, 132
- automatic teller machines (ATMs), 315, 521
- automobiles
 eco-cars, 60
 technology and, 171
See also vehicle insurance
- autonomous underwater vehicles (AUVs), 610
- Avenue AI/Razorfish, 242
- average, 194, 402. *See also* mean
- average household expenses, 502, 504
- avoiding risk, 594
- balance of trade, 166
- balance sheet, 270, 304
- balancing a checkbook, 522, 523
- Baltimore, Maryland, housing costs, 569
- bank accounts, 198
- bank credit cards, 451
- bank failures, 46
- “bank holiday,” 46
- bank reconciliation, 523
- bank route number, 520, 527
- bankruptcy, 485
- banks
 checking accounts, 199
 checks, 199
 collateral, 199
 commercial, 202
 credit cards, 200
 credit risk assessment, 586
 customer accounts, 198–199
 cycle of business, 199
 deposits, 198
 direct deposit, 199
 e-banking, 518
 electronic funds transfer (EFT), 199
 fee negotiation, 430
 financial advice from, 200
 as financial institution, 198
 full-service, 202
 functions of, 198–200
 insurance against loss, 538
 interest paid and charged, 199
 investment, 198
 lending money, 199–200, 452
 license/charter of, 202
 loan types, 200
 money market deposit accounts, 537
 money storage function, 198
 profit earned by, 199, 202
 safe-deposit box rental, 200
 savings accounts, 199, 536
 Swiss, 531
 transferring money, 199
 trust departments, 200
 universal, 202
 withdrawals, 198
See also checking accounts and checks; savings accounts
- bank statements, 522
- banner ads, 151, 238
- bar graphs, 50, 362, 510
- Barnall, Bryan, 626
- Barnes & Noble, 149
- Barney, Keri, 3, 68–69
- barriers to trade, 57, 250

B

- baby boom generation, 279, 354
- background checks, 260, 595
- bait-and-switch tactic, 410

- barter, 197
- BBB Wise Giving Alliance, 430
- bear market, 474
- behavior, unethical, 55
- Belgium, 173
- beliefs, in corporate culture, 275
- Ben & Jerry's, corporate culture of, 275
- beneficiary, of life insurance policy, 621
- benefits (job), 258
- Bequelin, Nicholas, 181
- Better Business Bureau (BBB), 430
- "Big Four" accounting firms, 300
- billboards, as advertising medium, 238
- Bill Me Later payment system, 450
- biometric devices, 329, 340, 520
- biotechnology, 61
- "Black Tuesday," 46
- bloggers, financial plans of, 500
- blue-chip stocks, 559
- board of directors, 97
- bodily injury liability insurance, 605
- body language, 369
- bond discount, 548
- bond funds, 178
- bondholders, 544
- bonds
 - advantages and disadvantages, 552
 - agency (federal), 550
 - aim of, 564
 - calling of, 551
 - corporate, 551
 - coupon rate, 548
 - current yield of, 544
 - defined, 178, 544, 548
 - discount, 548
 - dividends, 564
 - face value, 548
 - federal, 548–550
 - inflation and, 552
 - interest rate on, 548
 - maturity date, 548
 - municipal, 551
 - prices, 548
 - prospectus, 564
 - risks, 564
 - secure, 548
 - speculative, 548
 - taxes on, 550, 551
 - Treasury bills (T-bills), 549
 - Treasury notes, 550
 - types of, 388
 - U.S. savings bonds, 550
- bonus programs, 262
- bookkeeping software, 143
- Borders Books & Music, 259
- "borrow until payday" loans, 452–453
- Boston, Massachusetts, housing costs, 569
- boycott, 414
- brainstorming, 103
- brand identity, 352
- branding, sensory, 240
- brand-name products, 392
- brands
 - global, 391
 - local, 10
 - national, 10
- Braverman, David, 533
- Brazil, 393
- breach of contract, 183
- break-even point, 222
- Breed, Allen, 595
- bribery, 296
 - defined, 55
 - view of, in different cultures, 55, 274
- brick-and-mortar businesses, 149
- Bridgestone Corporation, 428
- broadcast media rates, 243
- Brobeck, Stephen, 430
- brokerage firms, 204, 537
- Brunei, 173
- budget deficit, 42
- budgeting, 503
 - average household expenses, 504
 - budget, defined, 504
 - cash flow and, 512
 - importance of, 504
 - for IT productivity, 505
 - money management, defined, 504
 - software for, 506
 - step 1: set your financial goals, 505
 - step 2: estimate your income, 505
 - step 3: budget for unexpected expenses and savings, 506
 - step 4: budget for fixed expenses, 507
 - step 5: budget for variable expenses, 507
 - step 6: record what you spend, 507
 - step 7: review spending and saving patterns, 507
 - taxes and, 505
- budgets
 - consumer, 391, 398
 - defined, 391, 504
 - for financial plan, 298
 - wants and needs and, 10
- budget surplus, 42
- budget variance, 507
- bulk quantities (buying in), 394
- bull market, 474
- bureaucracy, of a company, 276
- Bureau of Labor Statistics (BLS)
 - computer use statistics, 145
 - fastest growing occupations predictions, 45
- business
 - competition and, 13
 - computers for, 329–330
 - defined, 12
 - employee screening and training as risk reduction technique, 595
 - factors of production, 23–26
 - functions of, 13
 - government as regulator and provider, 180–189
 - protection of consumers by, 430–431
 - provisions of, 12
 - risk reduction in, 595
- business activities, 11
- business, defined, 12
- competition, 13
- elements of, 14
- profit, 12
- business agreements, protecting, 182–183
- business assets, 296
- business concept, in business plan, 84
- business culture, 273. *See also* culture, in business
- business cycle, 43
 - current assets and, 301
 - defined, 44
 - depression, 46
 - model, 44
 - prosperity, 44, 45
 - recession, 44, 45
 - recovery, 47
- business decision making, 10
 - employees acting in best interest of the employer, 57
 - ethical, 58
- business ethics, 54, 55
 - focus of, 60
 - summary, 64
 - See also* ethics
- business etiquette, 274
- business functions, 99, 101
 - finance and accounting, 102
 - interdependency of, 103

- management, 102
 - marketing, 102
 - production and procurement, 102
 - business insurance, 611
 - business management. *See* management functions; management structures
 - business organization types, 94
 - cooperatives, 98
 - corporations, 4, 79, 97, 275
 - franchise, 98
 - nonprofit, 98
 - partnerships, 79, 96
 - sole proprietorships, 79, 81, 95–96
 - summary, 104
 - See also* individual organization types
 - business plan, 82, 660–673
 - checklist for, 83
 - company description, 84
 - competitive analysis, 85
 - contingency plan, 87
 - cover page, title page, table of contents, and supporting documents, 87
 - defined, 83
 - developing, illustrated, 86
 - executive summary, 83
 - financial plan, 86
 - growth plan, 86
 - industry overview, 85
 - management team plan, 84
 - market analysis, 85
 - marketing plan, 85
 - operational plan, 86
 - organizational plan, 86
 - parts of, 83–87
 - product and service plan, 84
 - as product development stage, 226
 - vision and mission statements, 84
 - business risk, 589
 - business trends, 70–71
 - business types, 99
 - intermediaries and wholesalers, 101
 - manufacturers, 100
 - processors, 100
 - producers, 100
 - retailers and service businesses, 101
 - BusinessWeek*, 501
 - BusinessWeek* Reader and Case Study
 - Alternative Board, The (TAB), 118
 - banking fees, 430
 - brand identity and logos, 352
 - China and Internet controls, 181
 - Chinese business relationships and customs, 220
 - collaboration software, 391
 - converting written words to math, 318
 - copper, as precious resource, 572
 - corporate culture, of Men's Wearhouse, 275
 - credit scores of college students, 462
 - digital books, 334
 - electronic payments, 203
 - employee bonus programs, 262
 - employee mobility, 143
 - e-waste (recycling electronic refuse), 408
 - financial plans of bloggers, 500
 - fiscal fitness for teens, 533
 - foreign entrepreneurs, help for, 100
 - fund managers, 558
 - Gapminder (global-development statistics), 24
 - global checking, 517
 - global MBA students, 170
 - health-care coverage, 626
 - identity theft, 482
 - innovation in new businesses, 78
 - insurance coverage, 607
 - investment protection, 594
 - Mindjet software, 14
 - newspapers and the electronic age, 39
 - super technicians (Japan), 369
 - sustainable development, 60
 - tax preparation, 295
 - television viewing habits, measurement of, 242
 - writing skills, 132
 - buyer's remorse, 516
 - buying on credit, 302, 492–493
 - buying on impulse, 398
 - byte, 332
- C**
-
- cable connections, for Internet access, 318
 - CAD. *See* computer-aided design (CAD)
 - Calhoun, John, 495, 580–581
 - calling a bond, 551
 - CAM. *See* computer-aided manufacturing (CAM)
 - Cambodia, 173
 - Canada, 393
 - currency of, 167
 - North American Free Trade Agreement (NAFTA) and, 172–173
 - canceled check, 515, 522
 - capacity, in creditworthiness, 463
 - capital
 - in creditworthiness, 463
 - defined, 296
 - equity, 292
 - owner's equity as, 302
 - start-up, 296
 - venture, 292
 - capital gain, 555, 562
 - capital goods, 25
 - capitalism, 29
 - capital loss, 555, 562
 - capital resources, 25
 - career, preparation for, 350
 - adapting to change, 354
 - career, defined, 351
 - changing nature of work, 354
 - decisions about work, 351
 - interests, talents, hobbies, 352
 - job or occupation, defined, 351
 - online self-assessment, 353
 - self-awareness and, 351–353
 - skills, abilities, aptitudes, personality, 353
 - values, 353
 - CareerBuilder.com, 353
 - career clusters, 356
 - career counselors, 356
 - career ladder, 357
 - career path, examples
 - civil engineering, 581
 - computer-aided design, 491
 - computer hardware development, 287
 - educational camp director, 383
 - e-travel, 249
 - food services, 69
 - information technology consulting, 343
 - manufacturing, 157
 - paper manufacturing, 437
 - physical therapy clinic, 635
 - software development, 211
 - career plan development, 355
 - career clusters, 356
 - career counselors, 356

- career ladder, 357
- education and training plan, 359
- employment agencies, 359
- entry-level jobs, 357
- experience plan, 359
- goal achievement, 359
- goal setting, 358, 359
- graduation plan, 358
- information on careers, 356–357
- internships, 357
- job shadowing, 357
- networks, 356
- outsourcing, 357
- plot your career course, 358–359
- regrouping after job loss, 357
- skills for success, 356
- supply and demand and, 357
- volunteerism, 357
- written sources of information, 356
- See also Preparing for a Career—Self-Assessment Checklist
- Career Profile. See Real-World Business and Career Profile
- careers
 - healthy, job stress and, 358
 - in technology, 145
 - See also specific job topics
- car loans, 452, 466, 467
- car sharing, 98
- cash, digital, 202
- cash advance, from credit card, 462
- cash budget, 298
- cash flows, 304–305, 512
- cash-value insurance, 622
- catalog shopping, 237, 394
- catastrophe insurance, 627
- CD. See certificate of deposit (CD)
- CD-ROM drives, 332
- celebrity endorsements, 222
- cell phones, 144
- Central America, 100
- centralized organization structure, 116
- central processing unit (CPU), 331
- central tendency, measures of, 122, 564
- certificate of deposit (CD)
 - defined, 528, 537
 - inflation and interest rates, 539
 - interest rate on, 537
 - maturity date, 537
 - penalty for early withdrawal, 533
- Chai, Ling, 161, 210–211
- change, adapting to, in the working world, 354
- channel of distribution, 221–222
- character, in creditworthiness, 463
- character and personality traits, signals of
 - body language, 369
 - extracurricular activities, 370
 - personal impression, 370
 - school performance, 370
- charge accounts, 450
- charisma, 130
- Charles Schwab, 556
- charter
 - of banks, 202
 - of corporations, 97
- charts
 - comparison benefits of, 36
 - purpose of, 176
 - reading, 456, 562
- chat room, 339
- Check 21 Act (Check Clearing for the 21st Century Act), 520
- CheckFree, electronic payments company, 203
- checking accounts, 199
- checking accounts and checks, 514, 519
 - account security, 516–517
 - account statements, 521
 - balancing the checkbook, 522, 523
 - bank reconciliation, 523
 - bank statements, 522
 - canceled checks, 515, 522
 - cashing a check, 522
 - check, defined, 515
 - Check 21 Act, 520
 - check-handling guidelines, 522
 - check register, 521
 - debit card and, 518
 - deposits, 521–522
 - direct deposit, 516
 - endorsement, 515, 522
 - finding errors, 523
 - global checking, 517
 - how checking accounts work, 515
 - interest-bearing account, 516
 - joint accounts, 516
 - online banking (e-banking), 518
 - opening a checking account, 515
 - outstanding checks, 523
 - overdraft protection, 517–518
 - payee, 515, 521
 - regular checking account, 516
 - signature card, 516–517
 - stop payment order, 518
 - summary, 524
 - tracking transactions, 520, 521
- writing a check, 521
- See also savings accounts
- checklists
 - for new ventures, 83
 - Small Business Administration, 78
- check register, 521
- checks, 199
- Chicago, Illinois, housing costs, 569
- Chicago Stock Exchange, 557
- chief executive officer (CEO)
 - responsibilities of, 63
 - as top-level manager, 113
- child labor, 62
- China
 - business gift exchange in, 56
 - business relationships and customs, 220
 - copper needs of, 572
 - Internet controls by, 181
- China Corp., 220
- choices
 - in a command economy, 30, 31
 - consequences of (opportunity cost), 502
 - consumers' responsibilities for, 413
 - decision making and, 391
 - in decision-making process, 9
 - economic, 28
 - in e-tail purchases, 150
 - See also consumer choices; consumer planning tips
- chronological résumés, 372–373
- Chrysler, 197
- ciphers, 318
- circle graphs, 98, 216
- circles, formula for area of, 324
- circuits, in microprocessors, 331
- Citigroup, 202, 517
- Civil Rights Act of 1964, 128
- Claghorn, Edward, 428
- claim, in insurance, 608
- Clayton Act of 1914, 428
- clearance sale, 397
- clicks-and mortar businesses, 149
- closed-circuit TV systems, 592
- clothing manufacturers, government labeling requirements of, 407
- Coca-Cola, 165, 240, 274, 391
- code of ethics, 56, 57, 281
- coinsurance, 626
- collaboration, 225
- collaboration software, 320, 337, 391
- collaborative management (coordination) tools, in groupware, 337

- collateral, 199, 292, 452, 467
 collectibles, investing in, 574–575
 collection agents, 480
 collision insurance, 606, 608
 Colombia, 165
 command economy, 30–31
 commerce. *See* e-commerce
 (electronic commerce);
 interstate commerce; intrastate
 commerce
 commercial banks, 202
 commercial credit, 446
 commercial loan, 200
 commercial property, 570
 commercial space travel, 187
 commission, on sale of stocks, 556
 commodities, 572
 commodities exchange, 574
 common stock, 556
 communication skills, of leaders,
 128–129
 communications software, 335, 336
 communication tools, in groupware,
 337
 community outreach, 212–213
 company description, in business
 plan, 84
 comparative advantage, 167
 comparison shopping, 392, 394
 compensation, 258
 competition
 benefits of, 15
 business decision making and, 10
 consumers' right to choose and,
 407
 defined, 13
 elements of, 13
 fair, 61
 in a market economy, 29
 restriction of, and consequences,
 61
 unethical tactics in, 61
 See also global competition
 competitive analysis, in business
 plan, 85
 complex sentence, 154
 compound interest, 52
 computing, 542
 credit card debt and, 20
 defined, 534, 541
 illustrated, 536
 Rule of 72, 534
 compound sentence, 154
 compound words, 340
 comprehensive insurance coverage,
 606
 compulsory insurance law (vehicles),
 607
 computer-aided design (CAD), 315
 computer-aided manufacturing (CAM),
 315
 computer-controlled machine tools,
 315
 computer hardware, 328
 data storage devices, 332
 defined, 331
 input and output devices, 332
 memory, 331
 microprocessors, 331
 portable, 331
 computer mice, 332
 computer-related crime, 591
 computers
 accounting and use of, 305
 age of users, 314, 315
 benefits of, 143
 for business, 329–330
 cookies, and user tracking, 320
 dangers to, 321, 591
 data protection, 321
 defined, 329
 desktop, 329
 importance of, 144, 329
 in information technology (IT), 313
 laptop, 329, 331
 as learning tools (e-learning), 330
 mainframe, 329
 in marketing, 329
 mobile, 313
 personal (PCs), 329
 spreadsheets and, 305
 tablet PCs, 329
 tasks accomplished by, 329
 types of, 329
 usage statistics, 145
 wearable, 313, 314
 workstations for, 330
 computer software, 333
 application programs, 335–336
 groupware, 337
 office suites, 335
 operating systems, 334
 preformatted templates, 336
 software, defined, 334
 Web site development programs,
 337
 See also software
 concept cars, 226
 condominiums (condos), 568
 conferencing tools, in groupware,
 337
 confidence, of leaders, 128
 confidentiality agreements, 17
 conflict of interest, 8
 defined, 57
 exercise in, 111
 conflict resolution, as leadership
 task, 113
 Connecticut, 202
 conservation of resources, 413
 conservative portfolio, 162
 consolidation loan, 485
 conspiracy to control market, 61
 consumer advocates, 397, 423
 consumer awareness, 410
 Consumer Bill of Rights. *See*
 consumer rights
 consumer choices, 390
 buying goods and services, 391
 comparison shopping, 392
 deciding how much to pay, 394
 deciding what to buy, 392
 deciding when to buy, 392
 deciding where to buy, 393–394
 consumer credit, 445
 Consumer Credit Protection Act, 429,
 478
 consumer credit protection agencies,
 477
 consumer creditworthiness, 456
 Consumer Federation of America
 (CFA), 423, 430
 consumer finance companies, 453
 consumer.gov, 409
 consumer information gathering
 (preparing to shop), 396–399
 consumer movement, 407
 consumer planning tips, 395
 advertisements, 396
 consumer publications, 397
 impulse buying, 398
 labels, 398–399
 online resources, 409
 resist pressure and gimmicks,
 398
 sales, 397
 shopping choices, 397
 shopping lists, 398
 warranties, 399
 Consumer Price Index for All Urban
 Consumers (CPI-U), 388
 consumer protection, 420
 advertising as source of
 information, 429, 431
 banking issues, 430
 BBB Wise Giving Alliance, 430
 Better Business Bureau (BBB),
 430
 business consumer protections,
 430–431

- Clayton Act of 1914, 428
- Consumer Credit Protection Act, 429
- Consumer Federation of America (CFA), 423
- Consumers Union, 423
- customer service representatives, 431
- Fair Packaging and Labeling Act, 429
- Federal Trade Commission (FTC), 424
- Food and Drug Administration (FDA), 425
- government consumer organizations, 424–426
- import regulations, 424
- magazines as source of information, 431
- Major Appliance Consumer Action Program (MACAP), 424
- media consumer reporters, 424
- National Consumers League, 423
- National Highway Traffic Safety Administration, 425
- nongovernmental consumer organizations, 423–424
- price discrimination laws, 428
- product recalls, 425, 428
- resolving the matter yourself, 423
- Robinson-Patman Act of 1936, 428
- safety belts, 428
- state insurance commissions, 426
- state licensing agencies, 426
- state public utilities commissions, 426
- testing for safety, 423
- trade laws, 428
- truth-in-advertising laws, 430
- truth-in-lending laws, 429
- Uniform Commercial Code (UCC), 429
- U.S. Consumer Product Safety Commission, 425
- U.S. Department of Agriculture, 424
- See also credit laws; warranties
- consumer publications, 397
- Consumer Reports*, 397, 412, 423
- consumer responsibilities, 411
 - to be informed, 412, 413
 - to choose carefully, 413–414
 - to learn consumer skills, 415
 - to seek a remedy, 415
- to speak out, 414
- to use product safely, 414
- consumer rights, 406
- Consumer Bill of Rights (1962), 407–410
 - to be heard, 409
 - to be informed, 407
 - to choose, 407–408
 - to consumer education, 410
 - to have problems corrected, 409
 - to safety, 408
 - to service, 410
- consumers
 - business and, 15
 - complaints get results, 430
 - defined, 15, 391
 - consumer skills, 415
 - Consumers' Research Magazine*, 397, 412
 - Consumers Union, 423
 - contacting potential employers, 374–376
 - contingency plan, in business plan, 87
 - contracts
 - breach of, 183
 - confidentiality agreements as, 17
 - credit card application as, 464
 - defined, 182
 - employment, 144
 - futures, in investing, 178
 - government enforcement of, 182–183
 - written, verbal, or via handshake, 182
 - controllable risk, 590
 - controlling, as management function, 111, 112, 114
 - convenience stores, 393
 - cookies, 320
 - Cool Business Careers
 - accountants and auditors, 309
 - actuaries, 633
 - advertising, marketing, and promotions, 247
 - architects, except landscape and naval, 363
 - banking, 527
 - bill and account collectors, 457
 - budget analysts, 511
 - computer programmer, 341
 - computer systems analysts, 325
 - cost estimator, 177
 - credit authorizers, checkers, and clerks, 473
 - customer service representative, 35
 - economist, 51
 - education administrator, 139
 - financial analysts and personal financial advisors, 489
 - financial managers, 563
 - human resources, training, and labor relations managers and specialists, 269
 - insurance underwriter, 601
 - interpreters and translators, 285
 - jewelers and precious stone and metal workers, 579
 - loan counselors and officers, 209
 - market and survey researchers, 231
 - medical and health services manager, 123
 - operations research analyst, 91
 - paralegals and legal assistants, 67
 - public relations specialist, 419
 - real estate brokers and sales agents, 617
 - sales representative, 403
 - science technician, 435
 - securities, commodities, and other investments, 543
 - state and local government, excluding education and hospitals, 193
 - teacher, 381
 - tomorrow's jobs, 19
 - top executive, 107
 - Web page designer, 155
 - cooperative
 - as business organization type, 98
 - as home type, 568
 - copayment, 626–627
 - copyrights, 183
 - Corel WordPerfect Office, 335
 - corporate bonds, 551
 - corporate charter, 97
 - corporate culture, 275
 - corporations
 - advantages of, 97
 - board of directors, 97
 - charter for, 97
 - defined, 79, 97
 - disadvantages of, 97
 - financial performance and effect on credit quality, 4
 - government regulation of, 97
 - limited liability of, 97
 - limited liability companies and, 97
 - percentage of, in the United States, 95
 - revenue generated by, 95

- S corporations, 97
- taxes on, 95, 97
- cosignor, for credit card or loan, 462
- Costa Rica, 173
- Costco, 394
- cost of living, 504, 569
- cost per thousand (CPM), in media measurement, 241
- costs
 - of credit, 461–462
 - of health care, 626–627
 - of homeowners insurance, 613
 - of housing, 569
 - of life insurance, 624
 - of renters insurance, 610
 - of savings accounts, 539
 - of vehicle insurance, 608
- Council of Better Business Bureaus Foundation, 430
- counselors, for career planning, 356
- counterfeiting, money and, 198
- coupon rate, 548
- coupons, 222, 237
- cover letter, with résumé, 374–375
- cover page, of business plan, 87
- CPI-U. See Consumer Price Index for All Urban Consumers (CPI-U)
- CPM. See cost per thousand (CPM), in media measurement
- Crate & Barrel, 394
- creative economy, 78
- creative properties, protecting
 - copyrights, 183
 - patents, 183
 - trademarks, 184
- creativity
 - innovation and, in new businesses, 78
 - of successful entrepreneurs, 77, 79
- credit, 444, 449, 465
 - advantages of, 446–447
 - advertisements for, 478
 - amount of loan, 445
 - annual percentage rate for monthly payments, 447
 - Bill Me Later payment system, 450
 - “borrow until payday,” 452, 453
 - business users, 445–446
 - buying on, 302, 492–493
 - charge accounts, 450
 - collateral, 467
 - commercial, 446
 - considerations before using, 448
 - consumer finance companies, 453
 - consumer users, 445
 - credit history, development of, 461
 - credit limit, 448
 - credit ratings, 446, 447
 - debtors and creditors, 445
 - defined, 445
 - denial of, appeal for, 478, 479
 - disadvantages of, 447–448
 - down payment for, 467
 - federal government as user, 446
 - finance charge, 467
 - fixed rate interest, 466
 - gamers, 446
 - impact on consumer’s life, 461
 - installment loan, 452, 466, 467
 - interest on, 445
 - interest rates, 466
 - lender types, 452
 - length of time on loan, 445
 - loan, defined, 466
 - maintaining, 468–469
 - mortgage loan, 452, 466, 467
 - pawnshops, 453
 - payday advance services, 453
 - principal on, 467
 - rate surfers, 446
 - revolvers, 446
 - secured loan, 467
 - seller-provided, 453
 - signs of trouble, 469
 - single-payment loan, 452
 - smart cards vs., 451
 - sole proprietorships’ limited access to, 96
 - sources of, 450–453
 - staying within your income limits, 468
 - unsecured loan, 467
 - usury laws and, 477
 - variable rate interest, 466
 - See also collateral; credit cards
- credit bureaus, 479
- credit cards, 460
 - applying for, 463
 - banks as issuers of, 200
 - cash advance through, 462
 - cosignors, 462
 - cost of, 461–462
 - credit limit, 464
 - credit ratings, 463
 - creditworthiness (“three Cs of credit”), 463
 - debt balance, of average American household, 447
 - debt on, 20
 - fees, 451, 462
 - gamers, 446
 - grace period, 462
 - identity theft and, 482–483
 - interest on, 451
 - interest rates, 461
 - late- or missed-payment fee, 462
 - as a legal contract, 464
 - lost or stolen, protections against, 478
 - minimum payment, 464
 - multipurpose, 451
 - over-the-credit-limit fee, 462
 - places accepting, 450–451
 - proper use of, 20
 - rate surfers, 446
 - revolvers, 446
 - selection considerations, 461
 - single-purpose, 451
 - travel and entertainment, 451–452
 - user types, 446
- credit counseling, 483, 484
- credit history, 461
- credit laws, 476
 - appealing denial of credit, 478, 479
 - bankruptcy, 485
 - Consumer Credit Protection Act, 429, 478
 - Equal Credit Opportunity Act, 478
 - Fair Credit Billing Act, 480
 - Fair Credit Reporting Act, 478–479
 - Fair Debt Collection Practices Act (FDCPA), 480
 - federal, 477–480
 - Federal Trade Commission (FTC) and, 477
 - state and federal regulations, 477
 - summary, 486
 - truth-in-lending laws, 429, 478
 - usury laws, 477
- credit limit, 448, 464
- creditors
 - bankruptcy and, 485
 - contact, with credit problems, 484
 - defined, 63, 302, 445, 477
 - responsibility of businesses to, 63
- credit problems, 481
 - combining debts, 485
 - contacting creditors, 484
 - credit card and identity theft, 482–483
 - credit counselors, 484
 - filing bankruptcy, 485
 - repairing, 484–485
 - summary, 486

- credit ratings, 446, 447
 - defined, 463
 - interest rates on, 468
 - maintaining, 468
 - See also credit score
 - credit report
 - bureaus providing, 479
 - defined, 478
 - credit risk
 - assessment of, 586
 - defined, 564
 - credit sales, 305
 - credit score, 456
 - for college students, 462
 - factors affecting, 468
 - See also credit ratings
 - Credit Suisse, 531
 - credit trouble, signs of, 469
 - credit unions, 204
 - insurance against loss, 538
 - money market deposit accounts, 537
 - savings accounts, 536
 - as source of loans, 452
 - creditworthiness
 - of bond issuers, 4
 - “three Cs of credit” (capacity, character, capital), 456
 - crime prevention and risk, 592
 - cross-cultural advertising, 237
 - cultural barriers to trade, 57
 - cultural diversity, 70
 - cultural etiquette, 56, 220
 - culture, in business, 272
 - business culture, defined, 273
 - business etiquette, 274
 - corporate culture, 275
 - culture, defined, 273
 - doing business abroad, 274
 - formal culture, 276
 - in a global economy, 273
 - informal culture, 276
 - marketing abroad, 274
 - summary, 282
 - understanding, 96
 - cultures, different
 - business customs, 220
 - cross-cultural advertising, 237
 - culture, defined, 273
 - ethics variations in, 55
 - currency
 - defined, 167
 - exchange rates, 168
 - foreign exchange market and, 168
 - current assets, 301
 - current ratio, 270
 - customer dishonesty, 590
 - customers
 - business's responsibility to, 61
 - shoplifting by, 590, 596
 - unethical behavior of, 55
 - customer satisfaction, monitoring, 114
 - customer service, 274
 - customer service representatives, 431
 - customer-tracking software, 150
 - customs, 273
 - Cyprus, 173
 - Czech Republic, 173
-
- ## D
- d3o material, 149
 - DaimlerChrysler, 236
 - Dallas, Texas, housing costs, 569
 - dash (punctuation), 122
 - data analysis
 - bar graphs, 50
 - circle graphs, 98
 - line graphs, 26
 - mean, median, 34, 268, 308, 402
 - mode, 34
 - range, 34
 - as technology trend, 117
 - database management software, 335, 336
 - data interpretation, 232
 - data protection, computers and, 321
 - data storage devices, 332
 - day traders, 326, 558
 - debit cards, 197, 518
 - debt
 - advantages of, 442
 - bonds as ownership of, 4
 - credit card, 20
 - national, 42
 - safe debt load, 473
 - See also liabilities
 - debt collection practices, 480
 - debt consolidation, 485
 - debtors, 445
 - bankruptcy of, 485
 - defined, 477
 - decentralized organization structure, 117
 - decimal equivalents, finding, 10, 42
 - decimals
 - converting, 370
 - converting percents to, 20, 90, 192, 238, 488, 518, 608, 618, 632
 - converting to percents, 410
 - multiplying by, 348
 - on number line, 456
 - similarity of percents and fractions, 246
 - subtracting, 442
 - decision making
 - about work (career), 351
 - in autocratic leadership style, 132
 - business, 10
 - in democratic leadership style, 133
 - in a formal company, 276
 - in free-rein leadership style, 133
 - in an informal company, 276
 - by leaders, 128
 - personal, 10
 - See also consumer choices
 - decision-making process, 9
 - decisions
 - economic, 23, 28
 - evaluating, 9
 - financial risk and, 36
 - decision science, 117
 - decisiveness, by leaders, 128
 - deductibles (insurance), 608, 624, 628
 - deductions, 505
 - deficit (budget variance), 507
 - deflation, 41
 - DeKoszmovszky, Justin, 60
 - delegating, 133–134
 - Dell, Michael, 262
 - Dell Inc., 329
 - Dell Leadership Edge program, 262
 - Deloitte Touche Tohmatsu, 300
 - demand
 - defined, 29
 - illustrated, 30
 - scarcity and, 23
 - See also supply; supply and demand
 - Deming, W. Edwards, 127
 - democratic leadership style, 133
 - demographics
 - in business plan, 85
 - in marketing research, 224
 - of the U.S. workforce, 279
 - Denmark, 173
 - departmentalization, 117
 - department stores, 393
 - dependability, 369
 - deposit
 - to bank account, 198, 521–522
 - direct, 199
 - deposit slip, 521
 - depreciation, for insurance purposes, 606

- depression, in business cycle, 44, 46
desktop computer, 329
desktop publishing software, 336
Detroit, Michigan, housing costs, 569
digital books, 334
digital cash, 202, 207
digital security, 329
digital subscriber line (DSL), 318
digital technology, 85, 143
digital workflow, 146
Diner's Club, 451
direct deposit, 199, 516
direct distribution, 221
direct-mail advertising, 237
directory advertising, 237
discipline, as key to saving money, 512
disclaimers, on products, 429
discounted securities, 549
discounts, 268
 of bonds, 548
 figuring, 410, 418
discount stores, 393
disks, 332
distribution function, of marketing, 219, 221–222
distribution of income
 by governments, 189
 uneven, 29
Distributive Property, 502
distributors (wholesalers), 101
diversification, in investing, 92, 550, 572
diversity, defined, 278. *See also*
 culture, in business; cultures,
 different
diversity, in the workplace, 277
 benefits of, 281
 cultural, 278
 impact of, on business, 278–279
 laws against discrimination, 280
 managing diversity, 280–281
 marketplace changes, 279
 practice project, 288–289
 programs for, 281
 workplace changes, 279
 workplace demographics, 279
dividends
 on bonds, 564
 on stocks, 555
division
 of fractions, 58
 as inverse operation of
 multiplication, 284, 616
DNA, 520
dollar cost averaging, 326
domestic trade, 165
Dominican Republic, 173
Dominican Republic-Central America
 Free Trade Agreement (DR-
 CAFTA), 173
Dos Passos, John, 50
dot-com company, 78
double taxation, 97
down payment, 467, 568
downsizing, 265
drawee, of a check, 520
drawer, of a check, 520
DR-CAFTA. *See* Dominican Republic-
 Central America Free Trade
 Agreement (DR-CAFTA)
Dreamweaver Web site development
 program, 337
dress codes, 276
drug companies, government labeling
 requirements of, 407
drug testing, 376
duplexes, 568
DVD drives, 332
- E**
-
- E*Trade, 556
earnings
 of full-time workers, 368
 and the P/E ratio, 254
earth-friendly products, 61
e-banking (electronic banking), 518
eBay, 450, 574
eco-cars, 60
eco-friendly building, 573
eco-friendly packaging, 414
e-commerce (electronic commerce),
 145, 147
 basics of, 148–151
 changing nature of work and, 354
 consumer online purchases, 148
 e-tail, 149–150
 e-tickets, 151
 importance of virtual business,
 148
 online bill-paying, 203
econometrics, 484
economic activity, measuring, 40–42
Economic and Monetary Union
 (EMU), 501
economic concepts, 4
 business activities, 11–15
 wants and needs, 6–10
economic history, of the United
 States, 38–42
economic indicators, 40
economic resources, 22
 capital resources, 25
 decisions about, 23
 entrepreneurial resources, 26
 factors of production, 23–26
 labor resources, 25
 natural resources, 24
 scarcity and, 23
economic risk, 590
economics, 28
economic shifts, of the United
 States, 39
economic systems, 27
 command economies, 30–31
 defined, 29
 economic questions, 28
 market economies, 29
 mixed economies, 31
 supply, demand, and equilibrium,
 29, 30
economy
 American, basis of, 13
 credit as benefit to, 447
 factors affecting, 31
 government as regulator and
 provider, 180–189
 guiding of, 44
 natural resources as foundation
 of, 24
 See also business cycle
Eddie Bauer, 394
EDI. *See* electronic data interchange
 (EDI)
education
 civil engineering, 581
 computer hardware development,
 287
 computer-aided design, 491
 of consumers, 410
 educational camp director, 383
 e-travel business, 249
 for food services business, 69
 impact of, for job seekers, 368
 information technology consulting,
 343
 for manufacturing company owner,
 157
 paper manufacturing company,
 437
 physical therapy clinic, 635
 for software development career,
 211
education and training plan, in career
 plan development, 359
education history, on résumé, 373,
 374
Edwards, Phil, 594

- EFT. See electronic funds transfer (EFT)
- e-learning (electronic learning), computers and, 330
- Electromechanical Age, 102
- Electronic Age, 102
- electronic bill-paying, 203
- electronic calendars, 337, 391
- electronic data interchange (EDI), 300
- electronic funds transfer (EFT), 199
- electronic information transfer, 315
- electronic refuse, recycling of, 408
- El Salvador, 173
- e-mail (electronic mail), 144
 identity theft through, 482
 in the workplace, 313
- embargos, 172
- emotional advertising, 396
- employability skills, 367
- Employee Benefit Research Institute (EBRI), 348
- employees
 acting in best interest of the employer, 57
 background checks and references, 260, 592
 bonus programs as incentive, 262
 developing, 261–264
 diversity management and, 280–281
 ethical observations by, 56
 in a formal culture, 276
 hard skills, 263
 human resources, defined, 257
 as human risk to business, 591
 importance of, 257
 incentive plans for, 114
 in an informal culture, 276
 input of, 117
 interview with, 259–260
 job application, 259
 job description for, 257–258
 mobility availability, 143
 morale of, 263
 older workers, 259
 orientation, 262
 pay and benefits, 258
 performance appraisal, 264
 promotion, 264
 recruitment of, 259
 résumé, 259
 screening of, 259
 separation (leaving the company), 265
 skills needed by, 259
 social responsibility of employers to, 62
 soft skills, 263
 staffing needs, 257–260
 testing of, 260
 theft by, 596
 training, 262, 263
 transfer of, 265
 turnover, 265
 See also training
- employee stock options, 364
- employers
 potential, contacting, 374–376
 wants and needs of, 367
- employment
 by the federal government, 186, 187
 in technology industry, 145–146
- employment agencies, 359
- employment contracts, 144
- employment testing, 376
- endorsements
 celebrity, 222
 on checks, 515, 522
- Enlightened Inc., 291, 342–343
- enthusiasm, of successful entrepreneurs, 77
- entrepreneur, 26
 defined, 77
 skills strengthening exercises, 87
 successful, characteristics of, 77
- entrepreneurial resources, 26
- entrepreneurship, 26, 76
 challenges of, 80–81
 defined, 77
 definitions in, 77
 in the global marketplace, 158–159
 home-based businesses, 80
 Internet businesses and, 78
 ownership types, 79
 rewards of, 79–80
 small business and, 78
 See also business plan; small business
- entry-level jobs, 69, 357
- environmental and pollution liability insurance, 602
- environmental issues
 biotechnology, 61
 company examples, 60
 consumer choices and, 413–414
 earth-friendly products, 61
 federal laws and, 183, 184
 sustainable development, 60
- Environmental Protection Agency (EPA), 63
- Equal Credit Opportunity Act, 478, 480
- Equal Employment Opportunity Act, 280
- Equal Pay Act (1964), 62
- equations
 creating, 146
 defined, 18, 162
 inequalities and, 18
 order of operations in, 246, 364, 632
 proportions as, 178
 writing, 122, 154, 162, 222
- Equifax (credit bureau), 479
- equilibrium price
 defined, 29
 illustrated, 30
- equity
 defined, 301, 569
 owner's equity, 302
 stocks as ownership of, 4
 See also home equity
- equity capital, 292
- equity investors, 292
- ergonomics, 319, 330
- Ernst & Young, 300
- estimation
 front-end, 602
 of income, in budgeting, 505
 for investment goals, 108
 by rounding, 474
- Estonia, 173
- e-tail
 advantages, 149–150
 defined, 149
 disadvantages, 150
- Ethernet connections, 318
- ethical decision-making process, 58
- ethics
 consequences of violation of, 57
 defined, 55, 56, 339
 in different cultures, 55
 as good business, 57
 law and, 56
 nature of, 55
 questions to ask in decision making, 58
 See also code of ethics
- Ethics in Business
 applying for a job, 367
 bribes, 296
 buyer's remorse, 516
 conflict of interest, 8, 111
 credit cards, 445
 employment contracts, 144
 environmental awareness, 40
 information collection, 478

intellectual property, 330
 marketing questions, 219
 money problems, 80
 out of state advertising, 182
 product safety, 407
 psychological testing, 257
 putting the client first, 551
 self-insurance, 621
 workplace conduct, 590
 e-tickets (electronic tickets), 151
 etiquette
 business, 274
 cultural, 56, 220
 EU. See European Union (EU)
 euro, 501
 Euro Disney, 274
 Europe, 187
 European Union (EU), 173
 Evans, Joni, 334
 e-waste, 408
 e-workforce, 145
 Excel software (Microsoft), 305
 exchange rate, 168
 executive summary, in business plan,
 83
 exit interviews, 265
 expeditiontrips.com, 215, 248–249
 expenses
 of average U.S. family, 502, 504
 budgeting for, 506–507
 defined, 506
 fixed, 507
 operating, 296
 start-up, 296
 unexpected, 506
 variable, 507
 Experian (credit bureau), 479
 experience, in job search, 368
 experience plan, in career plan
 development, 359
 exponents, 332
 exports
 defined, 165
 of the United States, 166
 expressions, 4, 74
 express warranty, 399, 429
 extended coverage (insurance), 611
 extracurricular activities, as influence
 in job seeking, 370
 extranets, 320
 eye characteristics, in biometrics,
 520

F

face value, of a bond, 548
 factoring, 340
 factors of production
 capital resources, 25
 defined, 23
 entrepreneurial resources, 26
 labor resources, 25
 natural resources, 24
 failure
 of ad campaigns, 241
 avoiding, 15
 of products, 227
 of savings and loan associations,
 203
 of small businesses, reasons for,
 81
 Fair Credit Billing Act, 480
 Fair Credit Reporting Act, 478–479
 Fair Debt Collection Practices Act
 (FDCPA), 480
 Fair Isaac Corporation (FICO), 456,
 463
 Fair Packaging and Labeling Act, 429
 fair pricing, 428
 Fannie Mae. See Federal National
 Mortgage Association
 farm loans, 452
 fast-food lawsuits, 412
 Faulkner, William, 50
 fax machines, 144, 332
 FDIC. See Federal Deposit Insurance
 Corporation
 Federal Citizen Information Center,
 424
 federal credit laws, 477–480
 Federal Deposit Insurance
 Corporation (FDIC), 538
 federal government. See government
 topics
 federal income tax, 188
 Federal National Mortgage
 Association, 550
 Federal Reserve System
 defined, 44, 204
 discount rate, 458
 functions of, 205
 illustrated, 204
 Federal Trade Commission (FTC)
 antitrust enforcement by, 182
 mission of, 424, 477, 487
 truth-in-advertising law, 430
 truth-in-lending law, 429
 FedEx Kinko's, corporate culture of,
 275

fees, on credit cards, 462
 FICO scores, 456, 463
 finance, as business function, 102
 finance charges, 429, 447, 472
 finance companies, 204
 financial claims
 in accounting, 301–302
 to property, 301–302
 financial forecasts, 297
 financial information, sources of, 501
 financial institutions, 201
 banks, 198–200
 brokerage firms, 204
 commercial banks, 202
 credit unions, 204
 defined, 198
 Federal Reserve System,
 204–205
 finance companies, 204
 insurance companies, 204
 mortgage companies, 204
 requirements for opening, 202
 savings and loan associations,
 203
 universal banks, 202
 financial management. See
 accounting; financial plan
 financial plan, 294
 budgets, 298
 business assets, 296
 in business plan, 86
 capital determinations, 296
 defined, 295
 elements of, 295
 financial forecast, 297
 growth financing, 298
 purpose of, 295
 records management, 297
 start-up and operating expenses,
 296
 See also accounting; budgeting;
 personal financial planning
 financial records management, 297
 financial reports, 301
 financial responsibility law (vehicle
 insurance), 607
 financial risk, 36
 financial services companies, 202
 financial statements
 balance sheet, 304
 defined, 302–303
 income statement, 303
 statement of cash flows,
 304–305
Financial Times, 501
 financial transactions. See checking
 accounts and checks

financing function, of marketing, 219
 Finansbank (Turkey), 517
 Fine, Lauren Rich, 39
 Fine Line Features, 62
 fingerprints, 520
 finished goods, 100
 Finland, 173
 fire insurance, 611
 Firestone tires defect, 428
 firewall, 321
 first impressions, 370, 372, 377
 Fitzgerald, F. Scott, 50
 fixed assets, 301
 fixed expenses, 507
 Fixed Heads-Up Display (HUD), 335
 fixed rate loan, 458, 466
 flash drives, 332
 fluctuations, in the stock market, 474
 Focus Features, 62
 Food and Drug Administration (FDA),
 61, 184, 425
 Foot Locker, 13, 393
 Ford, Antwanaye, 291, 342–343
 Ford, Henry, 257
 Ford Edsel, failure of, 227
 “For Deposit Only” check
 endorsement notation, 522
 Ford Motor Company, 236
 forecasts, 297
 foreign exchange market, 168
 foreign markets, trade barriers to, 57
 foreign stocks, 555
 formal culture, of a company, 276
 formal management structures, 117
 formulas
 area of a circle, 324
 area of a rectangle, 324, 394
 converting metric and U.S.
 customary measurements, 192
 converting temperature, 155
 determining interest rates, 464
 Distributive Property, 502
 finding percents, 92
 future value, 52
 mean stock price, 194
 Pythagorean Theorem, 340
 simple interest, 208
 volume of three-dimensional solid,
 230
 401(k) plan, 258
 Four Ps of marketing (marketing mix),
 221–222
 Fox Searchlight, 62
 fractions
 adding, 139
 converting, 370
 converting to a percent, 18

 dividing, 58
 multiply, 208
 multiplying, 66
 percents as, 10, 42
 similarity to percents and
 decimals, 246
 France, 31, 166, 173, 274
 franchise, 98
 fraud
 awareness of, 575
 by customers, 590
 defined, 301, 575
 free enterprise system, 29
 right to own property in, 301
 standard of living and, 40
 free-rein leadership style, 133–134
 free samples, 237
 free trade, 29
 benefits of, 172
 defined, 172
 disadvantages, 172–173
 trade alliances, 172–173
 frequency, in media measurement,
 241
 front-end estimation, 602
 FrontPage Web site development
 program, 337
 Fu, Ping, 441, 490–491
 full-service banks, 202
 full warranties, 399, 429
 fundamental analysis, 140
 funding
 of governments, 188
 for starting a small business, 80
 futures contracts, 178
 future value of starting principal, 52

G

games, electronic, 335
 Gapminder, 24
 garnishment of wages, 469
 Gemological Institute of America,
 573–574
 gemstones. *See* precious gems,
 investing in
 gender issues, pay differences, 62
 General Electric, 78, 197
 generally accepted accounting
 principles (GAAP), 301
 General Motors Corporation, 236
 generic products, 392
 Geomagic, 441, 490–491
 geometry
 area calculation with, 106
 conversion of metric and U.S.
 customary measurements and,
 192
 volume measurement in, 138
 Georgetown Law School, 462
 Gerber's baby food, 240
 Germany, 173
 automobile production, 167
 as a mixed economy, 31
 gift cards, 207
 gift exchange, in different cultures,
 55, 56, 274
 gigabyte, 332
 Ginnie Mae. *See* Government
 National Mortgage Association
 Girlstart, 347, 382–383
 give away items, as promotional
 technique, 222
 glass ceiling, 283
 global competition, 169
 embargos, 172
 free trade, 172–173
 protectionism, 171–172
 quotas, 172
 tariffs, 172
 trade alliances, 172–173
 trade barriers, 172
 trade disputes and, 170
 trade restrictions, 171
 global economy
 business culture in, 273
 changing nature of work and, 354
 defined, 165
 globalization, 70, 158
 global marketplace, 23, 164
 balance of trade, 166
 currency, 167–168
 domestic trade, 165
 exchange rates, 168
 global economy, 165
 imports and exports, 165–166,
 166
 international trade, 165
 outsourcing of knowledge, 78
 prices, 168
 small business entry into, 81
 specialization, 167
 using resources to specialize, 167
 world trade, 165
 goals
 achievement of, 359
 be specific when setting, 358,
 359
 in career plan development, 358,
 359

- in corporate culture, 275
- defined, 499
- determining, in decision-making process, 9
- financial, determining, 499, 505
- for investing, 108, 547
- as management responsibility (controlling), 114
- management's help in setting, 111
- mission statement and, 84, 85
- motivation and, 128
- short-, medium-, long-term, 358
- of successful entrepreneurs, 77
- gold, investing in, 572
- Gonzalez, Nelson, 253, 286–287
- Good Housekeeping* magazine, 431
- goods
 - in a command economy, 30
 - defined, 8, 100
 - finished, 100
 - processed, 100
 - raw, 100
 - wants and needs and, 8
 - goods and services
 - barter and, 197
 - consumer buying of, 391
 - federal government as consumer of, 187
 - inflation, deflation, and, 41
 - public and private, 186
- government
 - bonds issued by, 388
 - as borrower, 446
 - budgeting by, 504
 - federal, 181
 - insurance on financial institution
 - accounts, 538
 - local, 181
 - state, 181
- government as provider, 185
 - allocation of resources by, 189
 - as consumer of goods and services, 187
 - as employer, 186, 187
 - funding methods (taxation), 188
 - of goods and services, 186
 - of incentives, to businesses, 189
 - supporting business, 187
 - transfer payments by, 186
- government as regulator, 180
 - antitrust laws, 182
 - consumer protection laws, 427–430
 - copyrights and, 183
 - of corporations, 97
 - ethics violations and, 57
- laws and, 181
- levels of government and, 181
- methods of regulating, 181
- monopoly and, 182
- oligopoly and, 182
- patents and, 183
- protecting business agreements, 182–183
- protecting competition, 182
- protecting creative properties, 183–184
- protecting the production process, 184
- of the securities industry, 420
- trademarks and, 184
- trusts and, 182
- See also contracts
- government consumer organizations, 424–426
- government health insurance, 629
- Government National Mortgage Association, 550
- government securities
 - agency bonds, 550
 - savings bonds, 550
 - Treasury bills (T-bills), 549
 - Treasury notes, 550
 - U.S. Treasury Department, 548–550
- grace period, 462
- grade labels, 424
- grades, as influence in job seeking, 370
- graduation plan, in career plan development, 358
- graphs
 - algebra, quantitative relationships, and, 34
 - bar, 50, 362, 510
 - circle, 98, 216
 - generally, 578
 - line, 26, 34, 140
 - purpose of, 176
- Great Depression, 46
- Greece, 173, 517
- Green, Phil, 149
- Green Revolution, 12
- greeting customs, 220
- Gregoire, Christine O., 408
- Gross, Bill, 594
- gross domestic product (GDP)
 - agriculture and, 50
 - calculating, 40
 - defined, 40
 - industry and, 50
 - during recession, 45
- during recovery, 47
- stock market crash of 1929 and, 46
- gross margin, 310
- gross pay, 505
- gross profit, 232
- group health insurance, 626, 628–629
- group training, 263
- groupware, 337
- growth, planned, 298
- growth financing, 298
- growth investing, 326
- growth plan, in business plan, 86
- guanxi* (Chinese art of relationship development), 220
- Guatemala, 173

H

- H & R Block, 8
- hackers, 320, 591
- Haggerty, Cathy, 262
- Hall, Ken, 3, 68–69
- handshake, in contracts, 182
- hands-off leadership style, 133
- hard drives, 332
- hard skills, 263
- hardware. See computer hardware
- Hawley, Sarah, 352
- hazard, in insurance, 596
- heading, on résumé, 373, 374
- Heads-Up Display (HUD), 335
- health insurance, 258, 625
 - coinsurance for, 626
 - copayments for, 626–627
 - defined, 597
 - government, 629
 - group, 628–629
 - groups not covered, 628
 - health maintenance organization (HMO), 629
 - hospital expense, 628
 - hospital stays, costs of, 626
 - individual policies, 626
 - major medical, 627
 - Medicaid, 629
 - medical expense, 628
 - Medicare, 629
 - Medicare coverage Part D, 629
 - online help, 627
 - paying for, 626–627
 - pre-existing condition, 627
 - preferred provider organization (PPO), 629
 - surgical expense, 628

- Health Insurance Portability and Accountability Act (HIPAA; 1996), 300
- health maintenance organization (HMO), 629
- health savings account (HSA), 626
- hearing impaired persons, Web sign language for, 278
- hedge, against inflation, 572
- hedge funds, 496
- helmet-mounted Heads-Up Display (HUD), 335
- Hemingway, Ernest, 50
- Hewlett, William, 275
- Hewlett-Packard, 329
- “people first” culture, 275
- recycling of electronic refuse, 408
- hierarchy (chain of command), of a formal company, 276
- high-pressure tactics, of salespeople, 398
- high school dropouts, 368
- high-speed connections, for Internet, 318
- Hill, Rod, 495, 580–581
- Hispanic demographic, U.S., 279
- histograms, 50
- HMO. See health maintenance organization (HMO)
- holiday pay, 258
- Hollender, Jeffrey, 73, 156–157
- home-based businesses, 80
- home buying and ownership
- equity and, 568, 569
 - home values, 569
 - housing costs, 569
 - loans and down payments, 568
 - manufactured homes, 568
 - multi-unit housing, 568
 - residential property, 567–568
 - single-family homes, 568
- Home Depot, 143, 259
- home equity, 568, 569
- home improvement loans, 452
- home loans, 466, 467
- home mortgage loan, 568
- homeowners insurance policies, 612
- home shopping, 394
- Honda, 60
- Honduras, 165, 173
- honesty, 369
- hospital expense insurance, 628
- hospital stays. See health insurance
- household budgets. See budgets
- housing costs, 569
- Houston, Texas, housing costs, 569
- human relations, 128
- human relations skills, 118
- human resources management (HRM), 256
- background checks and references, 260
 - defined, 257
 - diversity management, 280–281
 - employee development, 262–264
 - employee orientation, 262
 - employee status, changes in, 264–265
 - evaluating employees (performance appraisal), 264
 - human resource management systems (HRMS) software, 264
 - human resources, defined, 257
 - job applicants, consideration of, 259–260
 - job recruitment, 259
 - meeting staffing needs, 257–260
 - pay and benefits, 258
 - promotion, 264
 - separation, 265
 - training, 263
 - transfer, 265
 - turnover, 265
 - writing a job description, 257–258
- Human Rights Watch, 181
- human risk
- computer-related crime, 591
 - customer dishonesty, 590
 - defined, 590
 - employees as, 591
- humor in advertising, 236
- Hungary, 173
- Hurricane Katrina, 207
- hypertext, 318
- hyphen (punctuation), 122

I

- IBM, 197, 408
- IBM Lotus Sametime, 320
- I Bond (Series I Savings Bond), 388
- ideas, in product development, 225
- identity theft
- defined, 482
 - online security, 467
 - precautions against, 483
 - steps upon discovering, 483
- Igoe, Sue, 100
- Illinois Trade Association, 197
- image
- company, 240
 - product, 235
- imagination, 78
- implied warranty, 399
- imports
- defined, 165
 - regulations regarding, 424
 - of the United States, 166
- impression, in media measurement, 241
- impulse buying, 398
- incentive plans, 114
- income, 505. See also distribution of income
- income property, 570
- income risk, 501
- income statement, 303
- income tax, 188
- independence, of successful entrepreneurs, 77
- independent film companies, 62
- India
- business etiquette in, 274
 - copper needs of, 572
 - currency of, 167
 - exports from, 165
- indirect distribution, 221
- individual health coverage, 626
- individual loan, 200
- individual retirement accounts. See IRAs (individual retirement accounts)
- Indonesia, 173
- Industrial Revolution, 39
- industry-based economy, 39
- industry classifications, 232
- industry, gross domestic product (GDP) and, 50
- industry overview, in business plan, 85
- Industry Surveys* (publication), 216
- industry surveys, for investing research, 216
- inequalities (in math), 18, 276
- inflation
- bonds and, 552
 - causes, 41
 - defined, 41, 205, 501, 539
 - as risk, 36
- inflation risk, 501, 539
- infomercials, 236
- informal culture, of a company, 276
- informal management structures, 117
- information age, 39
- information-based economy, 39
- information management function, in marketing, 219
- information technology (IT), 312
- age of users, 314, 315
 - budgeting for, 505

- computer-aided design (CAD), 315
- computer-aided manufacturing (CAM), 315
- defined, 313
- electronic information transfer, 315
- equipment types, 313
- history of, 102
- impact on workplace, 313
- in manufacturing, 315
- open-source systems, 314
- operating systems in, 314
- role of, 313
- telecommunications and, 313
- telecommuting and, 314
- virtual training, 316
- wearable computers, 314
- Inform Technologies LLC, 318
- initiative, 128
- innovation
 - as key to new businesses, 78
 - during recovery, 47
- input device, 332
- inquisitiveness, of successful entrepreneurs, 77
- installment loan, 452, 466
- insurable risk, 589
- insurance
 - defined, 589
 - environmental and pollution liability, 602
 - on financial institution accounts, 537, 538
 - hazards and, 596
 - health, 258, 597
 - insurable risk, 589
 - liability, 597
 - life, 258, 597
 - management liability, 602
 - peril and, 596
 - premium, 596
 - primary casualty, 602
 - “principle of large numbers,” 596
 - property, 597
 - risk and, 596
 - uninsurable risk, 589
 - worker’s compensation, 602
 - See also health insurance; life insurance; property insurance; vehicle insurance
- insurance companies, 204
- insurance consultants/brokers, 623
- insurance policy, 597
- insurer, 605
- Integrated Management Services Engineers, 495, 580–581
- integrity, of leaders, 129
- Intel Corp., 331
- intellectual labor, 25
- intellectual property, 330
- Intel Science Talent Search, 558
- interest
 - calculating, 208, 292, 542
 - compounding, 20, 52
 - on credit cards, 20, 447, 464
 - on loans, 445
 - paid by banks, to customers, 199
 - paid by customers, to banks, 199
 - Rule of 72, 534
 - on savings accounts, 533–534
 - simple, 208, 534
 - taxes on, 539
 - See also compound interest
- interest-bearing checking accounts, 516
- interest rate risk, 501, 564
- interest rates
 - on agency bonds, 550
 - on bonds, 548
 - on certificate of deposit (CD), 537
 - on corporate bonds, 551
 - on credit cards, 461
 - determining, 464
 - fixed, 466
 - inflation and, 539
 - on loans, 458
 - on low credit ratings, 468
 - on money market funds, 537
 - notice required before changing, 458
 - on regular savings accounts, 536
 - on savings bonds, 550
 - on Treasury notes and bonds, 550
 - variable, 466
- interests, identifying, in career planning, 352
- intermediaries
 - as business type, 101
 - in channel of distribution, 222
- Internal Revenue Service, 8
- International Business
 - adapting to new cultures, 393
 - cross-cultural advertising, 237
 - cultural differences, 96
 - customer service, 274
 - devaluing currency, 165
 - the euro, 501
 - global marketplace, 23
 - import regulations, 424
- International Monetary Fund (IMF), 461
- investment banking, 198
- Lloyd’s of London, 605
- outsourcing, 353
- real estate, 567
- savings security, 531
- telecommuting, 314
- total quality management (TQM), 127
- trade barriers, 57
- international marketing, 250–251
- International Monetary Fund (IMF), 461
- International Organization for Standardization, 451
- international real estate, 567
- international trade
 - about, 165
 - defined, 165
- Internet, 317
 - accessing, 318
 - ad rates, 243
 - banner ads, 151, 238
 - collaboration software, 320
 - as consumer advocate, 424
 - controls on, by China, 181
 - cookies, 320
 - data protection, 321
 - defined, 318
 - e-banking, 518
 - entrepreneurship in the global marketplace and, 158
 - as financial information source, 501
 - hypertext, 318
 - as intermediary, 222
 - intranets and extranets, 320
 - as job information source, 356
 - jobs created by, 145–146
 - online advertising, 238
 - online security, 467
 - pop-up ads, 238
 - privacy issues, 320–321
 - product information on, 412
 - search engine, 319
 - standards for, 319
 - stock purchases through, 556
 - technology threats, 320–321
 - Web browser, 319
 - webcasting, 238
 - Web site development programs, 337
 - World Wide Web and, 318–319
 - World Wide Web Consortium (W3C), 319
 - See also online topics
- Internet businesses, 78
- Internet Explorer (Microsoft), 319
- Internet job services, 146
- internships, 357
- interpersonal skills, 19

interstate commerce, 181
 interview, with job applicants,
 259–260
 illegal questions, 269
 interviewing. *See* Job interview
 intranets, 320
 intrastate commerce, 181
 Intuit Inc.'s QuickBooks, 336
 inverse operations, 284
 investing, 544
 alternatives, evaluating, 162
 balance sheet research, 270
 banking and, 198
 bonds, 388
 budgeting for, 512
 in collectibles, 547, 574–575
 in commodities, 574
 corporate financial performance
 and credit quality, 4
 credit card debt and, 20
 credit quality and volatility, 564
 credit risk, 586
 debt, advantages of, 442
 defined, 547
 diversification in, 92, 550, 572
 earnings and the P/E (Price/
 Earnings) ratio, 254
 establishing goals for, 108
 financial risk, 36
 fraud awareness, 575
 goals for, 547
 hedge funds, 496
 industry classifications, for
 information gathering, 232
 industry surveys, for information
 gathering, 216
 investment protection, 594
 investor protection, 420
 investor types, 326
 IRAs (individual retirement
 accounts), 348
 long- and short-term, 74, 558
 loss of, 81
 in precious gems, 573–574
 in precious metals, 572
 professional help with, 124
 researching, 310
 researching stocks, 140
 for retirement, 348
 savings accounts, 528
 securities, 547
 short-term strategies, 74
 in small businesses, 84
 statistical analysis, 194
 stock buying strategies, 326
 stock market fluctuations, 474
 taxes on, 404

in technology sector, 85
 time value of money, 52
 types of, 178
 universal life insurance as, 622
 variable and fixed rate loans, 458
 venture capital, 292
 yield of investments, 547
 See also bonds; real estate;
 savings accounts; stocks
 investment banking, 198
 investment pyramid, 554
 involuntary separation, from
 employment, 265
 IRAs (individual retirement accounts)
 Roth, 348
 traditional, 348
 Ireland, 173
 Italy, 173
 Ivory Soap, 240

J

Jackson Hewitt, 8
 Jacquard, Joseph, 40
 Japan, 165
 automobile production, 167
 business gift exchange in, 274
 currency of, 167
 electronics manufacturing in, 144
 as a mixed economy, 31
 monopoly on commercial space
 travel, 187
 natural resources and economy
 of, 24
 oil-use reduction by, 24
 self-managed team approach in,
 134
 super technicians for
 manufacturing, 369
 total quality management (TQM)
 in, 127
 Wal-Mart in, 393
 worker shortage, 41
 JCPenney, 393
 J. Crew, 149
 J.D. Power and Associates, 412, 413
 Jensen, Jodene, 3, 68–69
 Jenzabar, 161, 210–211
 Jetter, Mike and Bettina, 14
 job application, 376
 job description, 257–258
 job interview
 defined, 376
 tips for, 377
 job leads, 374
 job objective, on résumé, 373, 374
 job offer, accepting, 377
 job rotation, 263
 jobs
 defined, 351
 entry-level, 118, 357
 fastest growing occupations
 predictions, 45
 with the federal government, 186
 full-time, 351
 loss of, regrouping after, 357
 recruitment for, 259
 stress in, 358
 in technology industry, 145–146
 See also career topics;
 employees; managers
 jobs, qualifying for, 366
 basic skills, 368
 body language, 369
 character and personality,
 369–370
 education and, 368
 employability skills, 367
 employers' wants and needs, 367
 extracurricular activities, 370
 median earnings of full-time
 workers, 368
 personal impression, 370
 qualifications, 367
 school performance, 370
 summary, 378
 work experience, 368
 work permits, 367
 job search, 371
 accepting a job offer, 377
 contacting potential employers,
 374–376
 cover letter, 374–375
 employment testing, 376
 first impressions, 372
 interviewing, 376–377
 introduce yourself, 375
 job application, 376
 job leads, 374
 market yourself, 373
 perfect attendance and
 punctuality, 374
 résumé, 372–374
 summary, 378
 job shadowing, 357
 Jonathan, JoAnne, 585, 634–635
 Johnson & Johnson, 236
 joint checking accounts, 516
 joysticks, 332
 junk mail, 237

K

Karolinska Institutet, 24
 Kastner, Ralph, 607
 Kellogg's, 392
 Kennedy, John F., 407
 keyboards, 332
 Kight, Peter, 203
 kilobyte, 332
 King, Martin Luther, Jr., 128
 Kingston Technology, 276
 Kishore, Aditya, 242
 Kmart, 393
 Knowledge Economy, 78
 Kodak cameras, 240
 KPMG, 300
 Kroger, 393

L

labels, product
 consumer responsibility to read, 412, 414
 Fair Packaging and Labeling Act, 429
 government requirements, 407
 grade labels, 424
 reading, importance of, 398–399

labor
 intellectual, 25
 organized and unions, 184
 physical, 25
 skilled, 25
 unskilled, 25

labor resources, 25

Lammert-Reeves, Ruth, 462

Lands' End, 149

Language Across Cultures, 23, 57, 96, 127, 165, 198, 237, 274, 314, 353, 393, 424, 461, 501, 531, 567, 605

Laos, 173

laptop computers, 329, 331

late- or missed-payment fee, on credit cards, 462

Latin America, 24

Latvia, 173

law
 defined, 56
 ethics and, 56

laws
 Age Discrimination in Employment Act, 280
 Americans with Disabilities Act (ADA), 62, 280
 antidiscrimination, 280
 antitrust, 182, 408
 bankruptcy, 485
 Check 21 Act (Check Clearing for the 21st Century Act), 520
 Civil Rights Act of 1964, 128
 Equal Employment Opportunity Act, 280
 Equal Pay Act (1964), 62
 e-waste "take-back," 408
 Health Insurance Portability and Accountability Act (HIPAA; 1996), 300
 product safety, 408
 purpose of, for the economy, 181
 for regulating the production process, 184
 Sarbanes-Oxley Act, 63
 Securities Act of 1933, 420
 truth-in-lending, 458
 on vehicle insurance, 607
 See also consumer protection; credit laws; government as regulator; warranties

layoffs, 265

leaders
 communication skills of, 128–129
 confidence of, 128
 delegating by, 133–134
 integrity of, 129
 managing and leading others, 127
 as mentors, 129
 motivation and, 128
 qualities of, 126–130, 136
 skills development of, 130
 as team players, 134–135

leadership
 defined, 127
 extracurricular activities as indicator of, 370
 in teams, 134–135

leadership skills, developing, 130

leadership styles, 131
 autocratic, 132
 democratic, 133
 free-rein (hands-off), 133–134

leading, as management function, 111–114

learning, lifelong, 582–583

legal barriers to trade, 57

legal monopoly, 426

legal permits, 426

legislation, about American sweatshops, 56

lenders, for entrepreneurs, 84

letters
 of job acceptance, 377
 thank-you, following job interviews, 377

leverage, 496

liabilities, 302

liability
 limited, of corporations, 97
 unlimited, of sole proprietorships, 96

liability insurance, 605, 611
 defined, 597
 in homeowners policies, 612

liability risk, 590

license, of banks, 202

lie-detector test, 376

life expectancy, 622

life insurance, 258, 620
 beneficiary of, 621
 cash-value, 622
 costs of, 624
 defined, 597, 621
 life expectancy and, 622
 proceeds of, 621
 term, 618, 623–624
 universal life, 622
 variable life, 623
 whole, 618, 622

limited liability, of corporations, 97

limited liability companies (LLCs), 97

limited-line retailers, 393

limited warranties, 399, 429

Lindstrom, Martin, 240

line and staff authority organization structure, 116

line authority organizational structure, 116

line graphs, 26
 two-dimensional, 34
 x- and y- axes, 140

line of credit, 200

linking, of computers, 329

Linux, 314

Lions Gate, 62

liquid crystal displays (LCDs), 224

liquidity
 defined, 442
 of savings accounts, 538
 of stocks, 559

liquidity risk, 36, 501

listening, by leaders, 129

Lithuania, 173

Live Meeting (Microsoft), 319

Lloyd, Edward, 605

Lloyd's of London, 605

loans
 commercial, 200
 consolidation, 485
 defined, 466
 fixed rate, 458
 home mortgage, 568
 individual, 200
 installment, 466
 line of credit, 200
 mortgage, 200, 466
 as profit maker, for banks, 199
 secured, 467
 unsecured, 467
 variable rate, 458
 See also credit

local brands, 10

local government, as regulator, 181

local taxes, 188

location, as home-value influence, 569

location, of business, 221–222

Loehmann's, 393

logos, 352, 391

Logoworks.com, 352

long-term capital gains, tax benefits of, 404

long-term goals, 358

long-term investments, 74, 326

long-term property loan, 568

Los Angeles, California, housing costs, 569

Los Angeles Times, 60

loss leaders, 397

Lotus Notes groupware, 337

Lotus Sametime (IBM), 319

Lotus SmartSuite, 335

Luxembourg, 173

Lycos, 319

M

MacGregor, Rod, 220

Macintosh computer systems, 329

Macromedia Dreamweaver Web site development program, 337

Macy's, 393, 451

magazines
 ad rates, 243
 as advertising medium, 236
 as consumer information source, 431
 as financial information source, 501

Magie, Lizzie, 182

Maine, 408

mainframe computers, 329

Major Appliance Consumer Action Program (MACAP), 424

major medical insurance, 627

Malaysia, 173

Malta, 173

Malthus, Thomas, 12

management
 defined, 111
 of financial records, 297

management functions
 in business, 102
 controlling, 111, 112, 114
 leading, 111, 112, 113–114
 levels of management and, 113
 organizing, 111, 112
 planning, 111, 112
 staffing, 112

management levels
 middle, 113
 operational, 113
 organization chart for, 113
 top-level, 113

management liability insurance, 602

management science, 117

management structures, 115
 centralized organization, 116
 decentralized organization, 117
 formal, 117
 informal, 117
 line and staff authority, 116
 line authority, 116

management team plan, in business plan, 84

managers
 advantages, 119
 disadvantages, 119
 leading by example, 114
 middle level, 113
 multiple objectives of, 111
 operational level, 113
 skills needed by, 118–119
 task-orientation of, 118
 top-level, 113, 119
 See also management functions;
 management structures

manufactured homes, 568

manufacturers, as business type, 100

manufacturing, technology in, 315

mapping software, Web-based, 145

Marino, Gary, 450

market, 219

market analysis, in business plan, 85

market economy
 competition and profit, 29
 defined, 29
 equilibrium price, 29, 30

price, supply, and demand, 29, 30
 resources in, 29

marketing
 basics of, 219
 as business function, 102
 computers in, 329
 defined, 219
 distribution function, 219
 financing function, 219
 functions of, 219–220
 globally, languages, customs, tastes, and, 274
 internationally, 250–251
 marketing information
 management function, 219
 packaging importance in, 221
 pricing function, 220
 product/service management function, 220
 promotion function, 220
 relationship marketing, 220
 selling function, 220
 stages, 219
 See also marketing mix

marketing concept, 224

marketing mix
 people, 221
 place, 221–222
 price, 222
 product, 221
 promotion, 222

marketing plan, in business plan, 85

marketplace
 defined, 29
 diversity issues in, 279
 unethical behavior in, 61

market quotes, 555

market research, 14
 consumer information, 224–225
 defined, 224
 marketing concept and, 224
 market segmentation and, 225
 methods for conducting, 225
 reaching potential customers, 225
 target marketing and, 225
 See also product development

market segmentation, 225

markets, target, 13. See also foreign markets

market-timing investors, 326

mass media, 235

MasterCard, 451

Mathematics Theory
 adding and subtracting multiple numbers, 512
 algebra, 4, 18, 34, 74, 106, 122, 146, 154, 380

- area, 106, 324, 394
- average (mean), 194
- bar graphs, 510
- calendar dates, adding of, 480
- capital gain/loss, 562
- charts, 456, 562
- comparison charts, 36
- credits and debits, 526
- current ratio, 270
- data analysis
 - bar graphs, 50
 - circle graphs, 98
 - graphs, generally, 578
 - line graphs, 26
 - mean, median, 268, 308, 402
 - measures of central tendency, 122
 - mode, 34
 - pie charts, 426
 - range, 34, 308
 - scatter plots, 542
- decimals
 - changing a percent to, 20, 90, 488, 608, 618, 632
 - fractions, percents, and, 246
 - multiplying by, 348
- deductibles, 624
- discounts, 268
- Distributive Property, 502
- dollar cost averaging, 326
- equations, 18, 106, 122, 146, 154, 632
- estimation by rounding, 108, 474
- exponents, 332
- expressing large numbers, 420
- factoring, 340
- finance charges, 472
- fractions
 - decimals, percents, and, 246
 - multiplying, 208
- front-end estimation, 602
- geometry, 106, 138, 192, 340
- graphs, 34, 140, 176, 216, 362
- gross margin, 310
- inequalities, 18, 276
- interest, calculating, 292
- interest rates, 464, 542
- interpreting data, 232
- inverse operations, 284, 616
- mean, median, 564
- measurement
 - converting metric and U.S. customary, 192
 - time, 138
- measures of central tendency, 564
- mental math, 260, 418
- mode, 564
- multiply fractions, 208
- multiplying by a decimal, 348
- net gain, 578
- number line, 456
- numbers and operations
 - comparing numbers, 50
 - decimals and percents, 90
 - dividing fractions, 58
 - fractions, decimals, and percents, 370
 - mental math, 154
 - multiplying fractions, 66
 - percents, 10, 18, 42
 - scientific notation, 90
 - working with large numbers, 90
- operations
 - choosing, 124
 - inverse, 284, 616
 - order of, 246, 364, 632
- P/E ratio (Price/Earnings), 254
- percent discount, 268, 410, 418
- percents
 - calculating increase or decrease, 354, 434, 488
 - changing to a decimal, 20, 90, 192, 238, 488, 608, 618, 632
 - defined, 192
 - finding, 92
 - finding the unknown, 308
 - fractions, decimals, and, 246
 - greater than 100, 496, 608, 632
 - less than 1, 388, 518, 528
- pie charts, 426, 616
- place value, 324
- problem solving
 - adapting strategies, 81
 - examine knowns and unknowns, 570
 - ignore extraneous information, 380
 - make a plan, 130
 - operations, 434, 600
 - process of, 114
 - restate the problem in your own words, 402
 - savings, 510
 - steps in word problems, 66, 168, 472
- proportions, 178, 316
- Pythagorean Theorem, 340
- quantitative relationships, 34
- range, median, mean, 122
- rates comparison, 600
- ratio calculation, 586, 592
- rounding, 108, 474
- scatter plots, 542
- scientific notation, 90, 230, 284, 298
- simple interest, 208, 534
- solving for the unknown, 380
- subtracting decimals, 442
- tables, 448
- time zones, 184
- variables
 - expressions and, 4, 74
 - representing percents, 404
 - representing unknowns, 458, 552
- volume, finding, 230
- weights and measures, 200
- word problems, 66, 168, 362, 472, 600
- writing equations, 122, 154, 162, 222
- writing numbers, 526
- Mattel, 197
- maturity date
 - on agency bonds, 550
 - of bonds, 548
 - of certificates of deposit, 537
 - of corporate bonds, 551
 - on municipal bonds, 551
 - of Treasury bills, 549
 - of Treasury notes and bonds, 550
- McAndrews, Brian P., 242
- McDonald, John T. "Jack," 143
- McDonald's, 240, 391
 - corporate culture of, 275
 - customer service philosophy, 274
- mean, 34, 122, 194, 268, 308, 402, 564
- measurement
 - conversion of metric and U.S. customary measurements, 192
 - of time, 138
 - of volume, 138
- measures of central tendency, 122, 564
- Mechanical Age, 102
- media, as consumer advocate, 424
- media audiences, 241
- media measurement, 239, 241, 244
- median, 34, 122, 268, 308, 402, 564
- media planning
 - advertising agencies and, 240
 - defined, 240
- media rates, 239
 - broadcast, 243
 - defined, 242
 - format, 241

- Internet, 243
- magazine, 243
- newspaper, 242
- prime time, 243
- print, 242–243
- radio, 243
- television, 243
- Medicaid, 629
- medical expense insurance, 628
- medical payments insurance coverage, 606
- Medical School of Wisconsin, 462
- medical technology, 627
- Medicare, 629
- Medicare Part D, 629
- medium (advertising), 235. *See also* advertising media
- medium of exchange, money as, 197
- medium-term goals, 358
- megabyte, 332
- memory (computer hardware), 331
- men
 - growth rate, in U.S. workforce, 279
 - wages of, compared to women's wages, 62
- Mendelsohn, Jeff, 387, 436–437
- Men's Wearhouse, 275
- mental computations, 154
- mentors, 129
- Merco Manufacturing, 118
- Merrill Lynch, 556
- Merry Maids, 98
- metric measurements, converting, 192
- Mexico
 - business etiquette in, 274
 - currency of, 167
 - North American Free Trade Agreement (NAFTA) and, 172–173
- Miami, Florida, housing costs, 569
- mice, 332
- Michael Richards & Associates, 391
- microchips, 331
- microprocessors, 331
- Microsoft
 - China's control of the Internet and, 181
 - Excel software, 305
 - FrontPage Web site development program, 337
 - Internet Explorer, 319
 - Live Meeting, 320
 - Office, 335
 - Office Publisher, 336
 - Outlook, 336
- Windows, 334
- Word, 335
- middle manager, 113
- Mindjet software, 14
- mind-mapping, 14
- minimum payment, on a credit card, 464
- Minute Maid, 10
- miscellaneous insurance coverage (vehicles), 607
- missed- or late-payment fee, on credit cards, 462
- mission statement, in business plan, 84, 85
- mixed economy, 31
- mobile homes, 568
- mobile phones, 144
- Mobility Car-Sharing, 98
- Mockingbird PR, 352
- mode, 34, 122, 564
- modems, 318
- moderate command economy, 31
- moderate portfolio, 162
- monetary system, 197
- money
 - barter distinguished from, 197
 - characteristics of, 198
 - coins, currency, checks, and debit cards, 197
 - defined, 197
 - functions of, 197–198
 - as medium of exchange, 197
 - problems with, 80
 - purpose of, 197
 - as standard of value, 198
 - as store of value, 198
 - summary, 206
 - time value of, 52
 - See also* banking; currency; financial institutions; investing
- money management. *See* budgeting; personal financial planning
- money market account, 528, 537
- money market deposit accounts, 537
- monitors, 332
- monopoly
 - antitrust laws and, 182, 408
 - on commercial space travel, 187
 - defined, 182
 - public utilities as (legal), 426
- Monopoly, the board game, 182
- Monster.com, 146, 353
- Moody's, 548
- morale, of employees, 263
- mortgage, 200
- mortgage companies, 204
- mortgage loan, 200, 452, 466, 568
- motivation
 - leaders and, 128
 - through incentive plans, 114
- movie industry, 62
- Mozilla Firefox, 319
- MSN, 319
- Muir, Rachel, 347, 382–383
- multi-channel retailer, 149
- multinational corporation, 165
- multiple-choice questions, tips for answering, 19
- multiplication
 - by decimal, 348
 - of fractions, 66, 208
 - inverse operation of division, 284, 616
- multipurpose credit cards, 451
- multi-unit housing, 568
- municipal bonds, 551
- mutual funds, 557, 558
 - defined, 178
- money market fund as, 537
- Myanmar, 173

N

- NAFTA. *See* North American Free Trade Agreement (NAFTA)
- NanoMuscle, 220
- NASDAQ. *See* National Association of Securities Dealers Automated Quotations (NASDAQ)
- National Association of Securities Dealers Automated Quotations (NASDAQ), 557
- National Bank of Greece, 517
- national brands, 10
- National Charities Information Bureau, 430
- National Climactic Data Center, 591
- National Consumer Protection Week, 410
- National Consumers League, 397, 423
- national debt, 42
- National Highway Traffic Safety Administration (NHTSA), 425, 428, 595
- natural disasters, 591, 612
- natural resources
 - finding, 28
 - nonrenewable, 24
 - renewable, 24
- natural risk, 592
- NEAR Shoemaker, 398
- needs, 7

net gain, 578
 Netherlands, 173
 net income/net loss, 303
 net pay, 505
 Netscape, 319
 networking, in career search, 356
 New Leaf Paper, 387, 436–437
 newspapers
 ad rates, 242
 as advertising medium, 235
 as consumer advocate, 424
 as financial information source, 501
 New York, New York, housing costs, 569
 New York Mercantile Exchange, 573
 New York Stock Exchange (NYSE), 545, 557
New York Times, 501
 Nicaragua, 100, 173
 niche businesses, 69
 Nichols, Jim, 482
 Nielsen Media Research, 241, 329
 Nike, 165, 392
 no-fault insurance (vehicles), 607
 nongovernmental consumer organizations, 423–424
 nonprofit organization, 98
 nonrenewable resources, 24
 North American Free Trade Agreement (NAFTA), 172–173
 Norway, 274
 Numerica Credit Union, 482

O

Occupational Outlook Handbook (OOH), 356
 Occupational Safety and Health Administration (OSHA), 56
 occupations
 defined, 351
 fastest growing, 45
 See also career topics; job topics
 Ocean Spray, 98
 Odwalla Inc., 133
 Office of the Comptroller of the Currency (OCC), 479
 Office suites (software), 335
 off-price stores, 393
 off-shoring, of knowledge, 78
 oil resources, 24
 oligopoly, 182
 online banking, 518
 online bill-paying, 203
 online brokerage houses, 556
 online businesses. See e-commerce (electronic commerce)
 online collecting, 574–575
 online health help, 627
 online media, in advertising, 238, 241
 online purchases, 148, 394
 online security, 467
 online self-assessment, 353
 online shopping, identity theft and, 153
 on-the-job training, 263
 open-source systems, 314
 operating budget, 298
 operating expenses, 296
 operating systems, 314, 334
 operational manager, 113
 operational plan, in business plan, 86
 operations
 choosing, 124, 600
 inverse, 284, 616
 order of, in equations, 246, 364, 632
 opportunity cost, 502, 531
 options. See stock options
 organizational chart
 line and staff authority, 116
 for management levels, 113
 organizational plan, in business plan, 86
 organizational structures. See business organization types; management structures
 organized labor, 184
 organizing, as management function, 111, 112
 orientation (job), 262
 Origins, 61
 OS X operating system (Apple), 334
 outdoor advertising, 238
 outlet stores, 393
Outlook, The, 216
 output device, 332
 outsourcing
 defined, 357
 of jobs, 353
 of knowledge, 78
 outstanding checks, 523
 overdraft, 517
 overdraft protection, 517–518
 overdrawn checking accounts, 517
 over-the-counter securities, 557
 owners
 defined, 63
 responsibility of businesses to, 63
 owner's equity, 302
 ownership types, of business. See business organization types

P

packaged foods, government labeling requirements of, 407
 packaging
 eco-friendly, 414
 in marketing, 221
 Padamonsky, Sheryl, 143
 Parks, Rosa, 128
 partnerships
 advantages of, 96
 defined, 79, 96
 disadvantages of, 96
 percentage of, in the United States, 95
 revenue generated by, 95
 taxes on, 96
 passbook savings account, 528
 Patagonia, 275
 patents, 183
 pawnshops, 453
 pay, net and gross, 505
 payday advance services, 453
 payee, on a check, 515, 520
 PayPal, 450
 P.B.Loco, 3, 68–69
 Peachtree software, for accounting, 303, 305
 pension plan, 258
 people, in marketing mix, 221
 Pepsi, 392
 P/E ratio. See Price/Earnings ratio
 percents
 calculating, 231
 converting, 370
 converting decimals to, 410
 converting fractions to, 18
 converting to decimals, 20, 90, 192, 238, 488, 518, 608, 618, 632
 defined, 10, 42, 192
 discounts and, 410, 418
 finding, 92
 finding an increase/decrease in, 354, 434
 finding the unknown, 308
 fractions and decimal equivalents, 10, 42
 greater than 100, 496, 608, 632
 less than 1, 388, 518, 528
 similarity to fractions and decimals, 246
 variables representing, 404
 Perficient, 143
 performance appraisals, 264
 peril, in insurance, 596

- permits, 426
- persistence, of successful entrepreneurs, 77
- personal belongings insurance coverage, 612
- personal computer (PC), 329
- personal decision making, 10
- personal digital assistants (PDAs), 144, 313
- personal finance, 304
- personal financial planning, 498
 - defined, 499
 - opportunity cost and, 502
 - risk types, 501–502
 - sources of financial information, 501
 - step 1: determine your financial situation, 499
 - step 2: develop your financial goals, 499
 - step 3: identify possible courses of action, 500
 - step 4: evaluate your alternatives, 500
 - step 5: implement a financial plan of action, 500
 - step 6: review and revise your plan, 500
 - summary, 508
 - See also budgeting
- personal injury protection (insurance), 606
- personality, 353. See character and personality traits, signals of
- personal property, 610
- personal risk, 501, 590
- persuasion, in advertising, 396
- PetSmart, 393
- Pfizer, 236
- Philadelphia, Pennsylvania, housing costs, 569
- Philippines, 173
- Philips SpeechExec Pro speech recognition software, 336
- physical disabilities, enabling technologies for the workplace, 278
- physical labor, 25
- pie charts, 426, 616
- Pillsbury, 274
- Ping, Jonathan, 500
- place, in marketing mix, 221–222
- place value, in base 10 number system, 324
- planned growth, 298
- planning, as management function, 111, 112
- point-of-service terminals, 592
- Poland, 173
- policyholder, 605
- political barriers to trade, 57
- pollution, 413
- polytope, 318
- pop-up ads, 238, 320
- portable hardware, 331
- portable storage devices, 332
- portfolios (financial)
 - aggressive, moderate, conservative, 162
 - diversification of, 92
- Portugal, 173
- PPO. See preferred provider organization (PPO)
- precious gems, investing in, 573–574
- precious metals, investing in, 572
- pre-existing condition (health insurance), 627
- prefabricated houses, 568
- preferred provider organization (PPO), 629
- preferred stock, 556
- Premechanical Age, 102
- premium (insurance), 596, 606, 608, 613, 622, 623
- premium position, in magazine advertising, 243
- Preparing for a Career—Self-Assessment Checklist
 - career habits, 383
 - career path, determining, 69
 - career path design, 287, 581
 - career path satisfaction, 249
 - global marketplace, success in, 157
 - healthful workplace, 635
 - marketplace of ideas, success in, 211
 - professionalism, 343
 - work commitment, 437
 - working with others, 491
- prepayment risk, 564
- presentation software, 335, 336
- price
 - in a command economy, 30
 - defined, 29
 - determining, 29, 222
 - effect of, illustrated, 30
 - equilibrium, 29
 - exchange rates' effect on, 168
 - fair pricing, 428
 - in marketing mix, 222
 - supply and demand as factor in, 29
 - unit, 394
- Price, Brian, 262
- price discrimination laws, 428
- Price/Earnings ratio, 254
- PricewaterhouseCoopers, 300
- pricing function, of marketing, 220
- primary casualty insurance, 602
- prime time, advertising rates for, 243
- principal
 - on a loan, 467
 - starting, future value of, 52
- printers, 332
- Printing Plus, 626
- print media
 - ad rates, 242–243
 - defined, 235
- privacy issues
 - computer-related crime and, 591
 - in e-tailing, 150
 - tracking of computer users online, 320–321
- private enterprise system, 29
- private goods and services, 186
- private wants, 7
- privatization, 186
- problem identification, in decision-making process, 9
- problem solving
 - adapting strategies, 81
 - examine knowns and unknowns, 570
 - extraneous information, 380
 - mathematically, 66
 - process of, 114
 - restate the problem in your own words, 402
 - savings, 510
 - several steps needed, 472
 - thinking through your approach, 130
 - See also word problems
- problem-solving skills, 118
- proceeds, of life insurance policy, 621
- processed goods, 100
- processors, as business type, 100
- Procter & Gamble, 78, 236
- procurement, as business function, 102
- producers, as business type, 100
- product, in marketing mix, 221
- product and service plan, in business plan, 84
- product development
 - step 1: generate ideas, 225
 - step 2: screen ideas, 225
 - step 3: develop a business plan, 226

step 4: develop the product, 226
 step 5: test-market the product, 226
 step 6: introduce the product, 227
 step 7: evaluate customer acceptance, 227
 See also market research
 product image, 235
 production
 as business function, 102
 economic questions about, 28
 production process, regulating, 184
 productivity
 defined, 379
 as measure of technology's economic impact, 505
 product labels. See labels, product
 product liability, 408
 product recalls, 425, 428
 product safety, 407
 product/service management, in marketing, 220
 profession, 361
 profit
 defined, 12, 29
 as business motive, 12, 29
 earned by banks, 199, 202
 in a market economy, 29
 profit and loss statement, 303
 profit motive, 12, 29
 profit-sharing plan, 258
 program (software), 334
 project management software, 337
 promotion (advertising)
 as marketing function, 220
 in marketing mix, 222
 promotion (employment), of employees, 264
 promotional sale, 397
 property
 defined, 301
 ownership of, 301
 property, for investment, 570
 property damage liability insurance, 606
 property insurance, 602, 609
 actual cash value, 613
 additional living expenses coverage, 611
 amount needed, 613
 business insurance, 611
 costs of, 613
 defined, 597, 610
 extended coverage, 611
 homeowners policies, 612
 liability protection, 611
 of personal property, 610

premiums, 613
 of real property, 610
 renters insurance, 610
 replacement value, 613
 riders, 612
 standard fire policy, 611
 property rights, 301
 property risk, 590
 proportions, 178, 316
 prospectus, 564
 prosperity, 44, 45
 protectionism, 171
 prototypes, 226
 psychological testing, 257
 public goods and services, 186
 public wants, 7
 punctuality, of value to employers, 374, 377
 punctuation, sample test, 67, 209, 381, 511
 pure protection (term life insurance), 623
 pure risk, 590
 Pythagorean Theorem, 340

Q

qualifications, for a job, 367
 quantitative relationships, algebra, graphing, and, 34
 QuarkXPress desktop publishing software, 336
 QuickBooks software, for accounting, 304, 305, 336
 quotas, 172

R

radio advertising, 237
 radio stations, as consumer advocate, 424
 radius, 324
 Ramazzinni, Bernardino, 319
 random access memory (RAM), 331
 range, 34, 122, 308, 324
 rate of return
 on collectibles, 575
 on savings accounts, 538–539
 on stocks, 555
 on Treasury bills, 549
 rational advertising, 396
 ratios
 calculating, 586, 592
 current, 270
 defined, 586, 592

P/E ratio (Price/Earnings), 254
 percents as, 10, 42
 raw goods, 100
 real estate, 566
 defined, 567
 fluctuation in, 567
 homes, 567–569
 income property, 570
 international, 567
 See also home buying and ownership
 real estate agent, 568
 Real Life Skills
 advertising, 247
 bank accounts, 527
 in banking, 209
 bond considerations, 563
 in business law, 193
 code of ethics, 67
 comparison shopping, 419
 consumer issues and decision making, 403
 credit knowledge, 489
 credit use, 457
 economics and the law, 633
 entrepreneurial skills, 91
 entry-level jobs, 363
 home-buying skills, 579
 insurance planning, 617
 Internet, 155
 interpersonal skills, 19, 285
 interviewing, 381
 interview questions, 269
 keyboarding, 341
 leadership, 139
 loan applicants, learning about, 473
 management, 123
 penalties on early withdrawal of a CD, 533, 543
 personal budget, preparing, 511
 personal qualities of accountants, 309
 problem solving, 435
 skills assessment, 51, 107
 telecommuting habits and skills, 325
 uncontrollable risk, 601
 wise buying, 231
 working abroad, preparing for, 177
 workplace skills assessment, 35
 real property, 610
 Real World
 accounting, questionable, 301
 accounting software, 300
 advertising, 103
 baby boomers and work, 354

- bank balance errors, 523
- bankruptcy laws, 485
- barter system, 197
- BBB Wise Giving Alliance, 430
- bond prices, 548
- career clusters, 356
- car sharing, 98
- celebrity endorsements, 222
- Check 21 Act, 520
- collaborative software, 320, 337
- collectibles, investing in, 575
- commodities exchanges, 574
- computers in marketing, 329
- conserving resources, 24
- consumer advocates, 397
- consumer awareness, 410
- consumer resources, 409
- consumer responsibilities, 412
- credit card debt, 447
- credit card format, 451
- credit card user types, 446
- credit ratings, 463
- cultural etiquette, 56
- debtors and creditors, 477
- “depressionproof” jobs, 46
- diversification, 550
- earth-friendly products, 61
- e-banking, 518
- employee input, 117
- employee theft, 596
- employment agencies, 359
- equal opportunity employers, 280
- e-tailing and privacy, 150
- failed ad campaigns, 242
- Federal Reserve System, 205
- global brands, 391
- government budgeting, 504
- government disaster protection, 597
- government jobs, 187
- heroes/heroines of economies, 40
- home-based businesses, 80
- home equity, 568
- homeowners insurance, 613
- humor in advertising, 236
- incentive plans, 114
- independent film companies, 62
- inflation, 205
- insurance consultants/brokers, 623
- insurance costs, 608
- job leads, 374
- job offers, 337
- local brands, 10
- Medicare Part D, 629
- microprocessors, 331
- mission statements, 85
- mock portfolios, 557
- money handling, 302
- Monopoly, the board game, 182
- multinational companies, 165
- Office of the Comptroller of the Currency (OCC), 479
- older workers, 259
- online health help, 627
- online self-assessment, 353
- open-source systems, 314
- personal finance, 304
- precious metals and gems, 573
- product failures, 227
- product recalls, 428
- quiet leadership, 128
- regrouping after job loss, 357
- renters insurance, 610
- Rule of 72, 534
- service businesses, 8
- supply and demand, 29
- target markets, 13
- tax advantages of home ownership, 567
- teen entrepreneurs, 79
- teens making money, 500
- testing for safety, 423
- tracking the money you save, 537
- trade sanctions, 172
- training methods, 262
- unit prices, 394
- universal banks, 202
- weather disasters and risk, 592
- Web-based mapping software, 145
- withholding taxes, 505
- worker shortage, 41
- work permits, 367
- workplace safety, 595
- world currencies, 168
- Real-World Business and Career Profile
 - Advanced Physical Therapy, P.C. (Jonathan, JoAnne), 585, 634–635
 - Alienware (Gonzalez, Nelson and Aguila, Alex), 253, 286–287
 - Enlightened Inc. (Ford, Antwanye; Rogers, Andre), 291, 342–343
 - Expeditiontrips.com (Royce, Kristy), 215, 248–249
 - Geomagic (Fu, Ping), 441, 490–491
 - Girlstart (Muir, Rachel), 347, 382–383
 - Integrated Management Services Engineers (Calhoun, John; Hill, Rod), 495, 580–581
 - Jenzabar (Chai, Ling), 161, 210–211
 - New Leaf Paper (Mendelsohn, Jeff), 387, 436–437
 - P.B.Loco Holdings (Barney, Keri; Hall, Ken; Jensen, Jodene), 3, 68–69
 - Seventh Generation (Hollender, Jeffrey), 73, 156–157
- reasonable accommodation, as Americans with Disabilities Act requirement, 280
- rebates, 222
- recalls, 425, 428
- recession, in business cycle, 44, 45
- records management, 297
- recovery, in business cycle, 44, 47
- recruitment, of employees, 259
- recycling, 413, 414
- redemption, of savings bonds, 550
- references (job), 260
- referral, for a job, 374
- regular checking account, 516
- regular savings accounts, 536
- REITs (real estate investment trusts), 178
- relationship development, 220
- relationship marketing, 220
- remedies, to consumer problems, 415
- renewable resources, 24
- rental property, 570
- renters insurance, 610
- replacement value (homeowners insurance), 613
- repossession, 469
- research
 - about stocks, 310
 - market, 14
 - See also market research
- residential property, 567–568
- resources
 - allocation of, by governments, 189
 - capital, 25
 - conserving, consumer choices and, 413
 - decision-making process and, 9–10
 - defined, 8, 23
 - entrepreneurial, 26
 - labor, 25
 - in a market economy, 29

- natural, 24
- oil conservation, 24
- scarcity of, 22, 23
- using for specialization, 167
- wants and needs and, 8–10
- See also economic resources
- responsibility
 - for a small business, 80
 - of successful entrepreneurs, 77
- restlessness, of successful entrepreneurs, 77
- restrictions on trade, 171
- résumé, 259
 - chronological, 372–373
 - defined, 372
 - education, 373, 374
 - as first impression, 372
 - heading, 373, 374
 - job objective, 373, 374
 - purpose of, 372
 - skills summary, 373, 374
 - work experience, 373, 374
- retailers, as business type, 101
- retailing
 - electronic, 149
 - multi-channel, 149
 - types of stores, 393–394
 - See also e-commerce (electronic commerce); e-tail
- retirement age, working past, 279
- retirement, calculating for, 74
- retirement plans, 258
 - IRAs (individual retirement accounts), 348
 - savings issues, 532–533
- return on investment. See Rate of return
- revenue
 - of corporations, 95
 - of the federal government, 186
 - of partnerships, 95
 - of sole proprietorships, 95
- Richards, Michael, 391
- rider (insurance), 612
- rights, of consumers. See consumer rights
- rights of workers to organize, 62
- ripple effect, 45
- risk, 588, 593
 - in bonds, 548
 - business, 589
 - controllable, 590
 - credit, 564
 - credit risk assessment, 586
 - crime prevention, 592
 - defined, 589
 - economic, 590
 - financial, 36
 - hedge funds, 496
 - human, 590–591
 - income, 501
 - inflation, 36, 501, 539
 - insurance protection, 589, 596–597
 - interest rate, 501, 564
 - investment protection, 594
 - liability, 590
 - liquidity, 36, 501
 - natural, 592
 - personal, 501, 590
 - in precious gems investing, 573
 - prepayment, 564
 - property, 590
 - pure, 590
 - risk management, defined, 589
 - stock market, 74, 559
 - uncontrollable, 590
 - understanding, 501–502, 636–637
 - uninsurable, 589
- risk avoidance, 594
- risk management. See risk
- risk reduction, 595
- risk retention, 596
- risk-taking, by successful entrepreneurs, 77
- risk tolerance test, 162
- risk transfer, 596
- Robinson-Patman Act of 1936, 428
- robots, 315
- Rockwood Retaining Walls, 262
- Rodriguez, David, 132
- Rogers, Andre, 291, 342–343
- Role Play
 - accounting department's function, 309
 - analyzing economic indicators, 51
 - ATM use, 527
 - budgeting, 511
 - business, importance of, 19
 - business plan, 91
 - career plan development, 363
 - car shopping, 457
 - clicks-and-mortar company, 155
 - community project, 247
 - computer shopping, 403
 - conflict resolution, 269
 - consumer complaints, 435
 - credit card application, 473
 - currency for an island economy, 209
 - customer service skills, 419
 - customs, 285
 - free trade, 177
- functional areas of business, 107
- income property purchasing, 579
- insurance, 617
- Internet safety, 325
- interviewing for a management job, 123
- investment advice, 563
- knowing what companies want, 381
- life insurance, 633
- management style, 139
- market economies, 35
- marketing a product, 231
- public goods or services, for or against, 193
- reducing risk from hazards in the school, 601
- saving, 543
- social responsibility, 67
- software features, 341
- usury law, for or against, 489
- Rosling, Hans, 24
- Rossman, Daryl, 118
- Roth IRAs, 348
- rounding, of numbers, 108, 418, 474
- routing transit number (RTN), 527
- Royce, Kristy, 215, 248–249
- RSM Erasmus University, 170
- Rule of 72, 534
- Russia, 166

S

- “safe debt load,” 473
- safe-deposit box, 200
- safe-driving record, 608
- safety. See consumer protection
- safety belts, consumer protection and, 428
- safety testing, 423
- Safeway, 393
- safe working conditions, 62
- salary, 258
- sales, 397
 - credit, 305
 - as promotion technique, 222
- sales gimmicks, 398
- sales tax, 188
- samples, in direct-mail advertising, 237
- Sam's Club, 394
- Sanctions, on trade, 172
- Sandler, Chad, 558
- San Francisco, California, housing costs, 569
- Sarbanes-Oxley Act, 63

- saving
 - defined, 531
 - for emergencies, 532
 - importance of, to the economy, 534
 - for major purchases, 532
 - opportunity cost of, 531
 - for retirement, 532–533
- savings
 - budgeting for, 506
 - compound interest on, 534
 - defined, 531
 - Rule of 72, 534
 - simple interest on, 534
- savings accounts, 530, 535
 - accessibility of, 528
 - advantages and disadvantages, 538–539
 - advantages of, 528
 - certificate of deposit (CD), 528, 537
 - costs of, 539
 - defined, 199
 - inflation and interest rates, 539
 - inflation risk, 539
 - insurance against loss, 538
 - interest on, 533–534
 - liquidity of, 538
 - low rates of return, 538–539
 - money market funds, 528, 537
 - regular, 536
 - as short-term investment strategy, 74
- savings and loan associations, 203
 - insurance against loss, 538
 - money market deposit accounts, 537
 - savings accounts, 536
 - as source of loans, 452
- savings bonds, 388, 550
- scanners, 143, 332
- scarcity, 21
 - defined, 23
 - as requirement for money, 198
- scatter plots, 542
- school performance, as impact on job seeking, 370
- Science/Tech Trends
 - adaptive technologies, 278
 - air bags, 595
 - asteroids, 398
 - astronaut as career, 372
 - autonomous underwater vehicles (AUVs), 610
 - biometrics, 520
 - biotechnology, 61
 - budgeting for IT productivity, 505
 - commercial space travel, 187
 - consumer protection (safety belts), 428
 - contamination crisis, 133
 - credit scientist, 484
 - decision science, 117
 - digital cash, 202
 - eco-friendly building, 573
 - eco-friendly packaging, 414
 - electronic data interchange (EDI), 300
 - ergonomics, 319
 - fastest growing occupations, 45
 - flat-screen TVs, 224
 - Green Revolution, 12
 - Heads-Up Display (HUD), 335
 - high-tech clothing, 149
 - human resource management systems (HRMS) software, 264
 - information technology (IT), 102
 - job stress and healthy careers, 358
 - medical technology, 627
 - motoring technology, 171
 - nanotechnology, 538
 - natural resources, 28
 - online security, 467
 - sensory branding, 240
 - smart cards, 451
 - stock tickers, 557
 - technology sector and investors, 85
- scientific notation, 90, 230, 284, 298
- S.C. Johnson School of Management, 60
- S corporations, 97
- screening, of job applicants, 259, 595
- “seal of approval” on consumer products, 431
- search engine, 319
- Sears, 393
- secure bonds, 548
- secured loans, 467
- secure socket layer (SSL), 467
- securities, government, 388
- Securities Act of 1933, 420
- Securities and Exchange Commission (SEC), 420, 554
- security (investments), 547
- security (safety)
 - for checking accounts, 516–517
 - digital, 329
- security breach, of computer system, 321
- segmentation, of markets, 225
- self-assessment, in career planning, 353
- self-assurance, of leaders, 128
- self-awareness, in career planning, 351–353
- self-confidence
 - of leaders, 128
 - of successful entrepreneurs, 77
- self-demands, of successful entrepreneurs, 77
- self-employment taxes, 505
- self-managed teams
 - background of, 134
 - leader in, 134
 - organization of, 135
 - theory behind, 135
- seller-provided credit, 453
- selling, as marketing function, 220
- seniority, of employees, 264
- sensory branding, 240
- sentences
 - complex, 154
 - compound, 154
 - simple, 154
 - topic, 151, 308
- separation (leaving a company), 265
- Series EE savings bonds, 550
- Series I savings bonds (I Bond), 388, 550
- service-based economy, 39
- service businesses, 101
- service learning, 212–213
- Service Merchandise, 394
- service plan, in business plan, 84
- services
 - defined, 8
 - wants and needs and, 8
- 7-Eleven, 393
- Seventh Generation, 73, 156–157
- shareholders, 4
 - defined, 63
 - responsibility of businesses to, 63
- Shell, 451
- Shoemaker, Eugene, 398
- shoplifting, 590, 596
- shopping. *See* consumer choices; consumer planning tips
- shopping.com, 150
- shopping list, importance of, 398
- short-term debt, 537
- short-term goals, 358
- short-term investments, 74
- short-term liabilities, 302
- sick leave, 258
- signature card, 516–517
- sign language, in Web sites, 278
- Silicon Alley (New York), 146

- Silicon Forest (Oregon), 146
- Silicon Hill (Texas), 146
- Silicon Valley (California), 146
- simple interest, 208, 534
- simple sentence, 154
- simulation, in virtual training, 316
- simulation software, 330
- Singapore, 173
- Singapore Airlines, 240
- Single European Act of 1986, 501
- single-family homes, 568
- single-payment loan, 452
- single-purpose credit cards, 451
- Skechers, 13
- skilled labor, 25
- skills
 - basic, for jobs, 368
 - communication, of leaders, 128–129
 - defined, 353
 - employability, 367
 - for entrepreneurs, 77, 87
 - hard, 263
 - interpersonal, 19
 - leadership, developing, 130
 - managerial, 118
 - soft, 263
 - workplace, 259, 356
 - See also Academic Skills and Abilities
- skills summary, on résumé, 373, 374
- slogans, in advertising, 235
- Slovakia, 173
- Slovenia, 173
- small business
 - defined, 78
 - home-based businesses, 80
 - impact of, 81
 - See also business plan; entrepreneurship
- Small Business Administration (SBA)
 - checklist for small businesses, 77
 - purpose of, 78, 187
 - teen business Web link, 79
- small claims court, 423, 434
- smart cards, 202, 451
- SmartSuite (Lotus), 335
- socialism, 31
- social responsibility, 59
 - business and, 60
 - to creditors and owners, 63
 - to customers, 61
 - defined, 60
 - of Patagonia, 275
 - to society, 63
 - values of, 60
- Social Security, 186
- social welfare, 186
- soft skills, 263
- software
 - accounting, 300, 303, 304
 - authoring tools, 278
 - for budgeting, 506
 - careers in industry, qualifications needed, 211
 - collaboration, 320, 391
 - customer-tracking, 150
 - for data protection, 321
 - defined, 334
 - kinds, 143
 - mapping, Web-based, 145
 - for motoring technology, 171
 - simulation, for training, 330
 - for tax preparation, 295
 - voice recognition, 278
 - See also computer software
- sole proprietorships
 - advantages of, 95
 - characteristics of, 79
 - defined, 79, 95
 - disadvantages of, 96
 - impact of, 81
 - limited access to credit, 96
 - percentage of, in the United States, 95
 - revenue generated by, 95
 - taxes on, 95
 - unlimited liability, 96
- Sony Corporation, 165, 236
- South America, 393
- Spain, 173
- spam, 321
- speakers, 332
- specialization, 167
- specialty stores, 393
- speculative bonds, 548
- speculative stocks, 559
- speech recognition software, 336
- spelling practice, 193
- spin-offs, 84
- spreadsheets, for accounting, 305
- spreadsheet software, 335
- Spyder skiwear company, 149
- spyware, 321
- SSL (secure socket layer), 467
- staffing, as management function, 112
- staffing needs. See human resources management (HRM)
- Standard & Poor's, 548
- standard fire insurance policy, 611
- Standardized Test Practice
 - adding fractions, 139
 - algebra, 123, 285, 457
- algebraic expressions, 19
- calculating percentages, 231
- formulas for converting
 - temperature, 155
- fractions, 473, 617, 633
- geometry, 341
- interest and computing principal, 489
- interest earnings, 543
- letter writing, 51
- metric measurement, 177
- multiple-choice questions, 107, 247, 269, 363, 419, 601
- passive and active voice, 91
- percents, 435
- punctuation, 67, 209, 381, 511
- rounding numbers, 403, 527
- sentences, 309, 563
- spelling, 35, 193
- synonyms, 325, 579
- standard of living, 40, 167
- standard of value, money as, 198
- Starbucks, 145, 391
- Star Office (Sun Microsystems), 335
- start-up budget, 298
- start-up businesses, Internet, 148
- start-up capital, 296
- start-up expenses, 296
- state government
 - insurance commissions, 426
 - licensing agencies, 426
 - public utilities commissions, 426
 - as regulator, 181
- statement of cash flows, 304–305
- state taxes, 188
- statistical analysis, 194
- statistics, 484
- steel industry, subsidies for, 187
- Stefan Floridian Waters, 240
- Steinbeck, John, 50
- Stein Mart, 393
- stereotype, 278
- stock (ticker) symbols, 557
- stockbrokers, 556
- stock certificate, 554
- stock exchanges, 556–557
- Stock Guide, 216
- stock market crash
 - of 1929, 46
 - defined, 474
- stock market fluctuations, 474
- stock options, 364
- Stock Reports, 216
- stocks, 553
 - blue-chip, 559
 - buying strategies, 326
 - capital gain/loss, 555

characteristics of, 554–555
 common, 556
 defined, 4, 178, 554
 diversification of, 92
 dividends, 555
 foreign, 555
 investment pyramid, 554
 liquidity of, 559
 as long-term investment strategy,
 74
 market quotes, 555
 mutual funds, 557
 New York Stock Exchange (NYSE),
 545
 preferred, 556
 price formula, 194
 rate of return, 555
 researching, 140
 returns on, 555
 risk and, 559
 risk of, 554
 speculative, 559
 stock tickers, 557
 stop payment order, 518
 storage devices, for data, 332
 stored-value cards, 451
 store of value, money as, 198
 stress, in jobs, 358
 structural protection insurance
 coverage, 612
 student loans, 452
 subsidies, 187
 subtraction
 of decimals, 442
 of multiple numbers, 512
 success science, 117
 Suite (software), 335
 Sun Microsystems StarOffice, 335
supaa ginosha (super technicians;
 Japan), 369
 superstores, 393
 supplementary restraint system
 (SRS; air bags), 595
 supply
 defined, 29
 illustrated, 30
 scarcity and, 23
 See also demand; supply and
 demand
 supply and demand
 deflation and, 41
 job market and, 357
 price increases, 29
 supporting documents, for business
 plan, 87
 surgical expense insurance, 628
 surplus (budget variance), 507

sustainable development, 60
 sweatshop, 56
 Sweden, 31, 173
 Swiss banks, 531
 Swiss Federal Banking Commission,
 531
 Switzerland, 98
 Symbols, in algebra, 74

T

table of contents, in business plan,
 87
 tables, reading, 448
 tablet personal computers, 329
 Taco Bell, 98, 241
 Taiwan, 144
 “take-back” law, for e-waste, 408
 take-home pay, 505
 target markets, 13, 225
 tariffs, 172
 tax bracket, 404
 tax breaks, 189
 taxes
 on corporations, 95, 97
 defined, 188
 to discourage certain behaviors,
 189
 double taxation, 97
 on investments, 404
 municipal bond interest exempt
 from, 551
 nonprofit organizations and, 98
 on partnerships, 96
 as payment for government goods
 and services, 186
 preparation of, 295
 property deductions, 567
 purpose of, 188
 on savings account interest, 539
 savings bond interest exempt
 from, 550
 self-employment, 505
 on sole proprietorships, 95
 Tax Freedom Day, 188
 types of, 188
 withholding, 505
 Tax Freedom Day, 188
 tax incentives, 189
 TD Ameritrade, 556
 teams
 groupware software and, 337
 leadership in, 114, 134–135
 self-managed, 134–135
 technical analysis, 140

technology
 adaptive, 278
 automotive, 171
 biometrics, 520
 biotechnology, 61
 careers in, 145
 common types, 143, 144
 digital, 85, 143
 digital workflow, 146
 economic impact of, 505
 employment and, 145–146
 e-workforce and, 145
 Gapminder (global-development
 statistics), 24
 globalization spurred by, 70,
 344–345
 growth of, as economy sector, 85
 history of, 142–146
 as influence on business, 143
 Mindjet software, 14
 modern, 144
 new jobs due to, 146
 newspapers and the electronic
 age, 39
 prosperity and, 45
 summary, 152
 technology centers, 146
 telephones, 144
 wireless, 143
 See also e-commerce; information
 technology (IT); Internet;
 Science/Tech Trends; software
 technology centers, 146
 TED (technology, education, design)
 conference, 24
 teenagers
 as entrepreneurs, 79
 fiscal fitness for, 533
 knowledge of financial issues,
 531
 telecommunications, 313
 telecommuting, 314
 telephones
 impact of, on business, 144
 Internet connection through, 318
 television, as advertising medium,
 236
 audience measurement, 241
 measurement of viewing habits,
 242
 television, as a home-shopping
 medium, 394
 television stations, as consumer
 advocate, 424
 terabyte, 332
 termination, from employment, 265
 term life insurance, 618, 623–624

- testing
 for employment, 376
 of job applicants, 260
 psychological, 257
- test-marketing, of a product, 226
- Test-Taking Tip
 answering questions of equal worth, 489
 anxiety reduction, 247, 563
 calculators and other electronic devices, 633
 changing answers, 209
 chapter summaries, in textbooks, 51
 checking answers and solutions, 177
 concentration to reduce anxiety, 231
 consider all answer choices, 381
 essay question focus, 403
 essay questions preparation, 269
 evaluate your test-taking savvy, 527
 family involvement, 511
 flash cards, 601
 key words in test directions, 363
 math tests, 435
 multiple-choice questions, 19, 91, 123
 nutrition for concentration, 579
 positive attitude, 457
 reading the directions, 309
 relax, 193
 skipping questions, 107, 473
 soft lead No. 2 pencil, 285
 study area, 139
 studying in small groups, 543
 studying over period of time, 35, 155, 325
 take tests seriously, 419
 time management, 67
 trick questions, 341
- text messages, 144
- Thailand, 56, 173, 274
- thank-you letters, following job interview, 377
- Thematic Project
 buying on credit, 492–493
 community outreach and service learning, 212–213
 consumer movement and business, 438–439
 cultural diversity in the business world, 288–289
 entrepreneurship in a global world, 158–159
- financial future, building of, 384–385
- learning, lifelong, 582–583
- marketing in a global economy, 250–251
- risk, understanding, 636–637
- technology's influence of global business, 344–345
- trends in the world of business, 70–71
- “three Cs of credit” (capacity, character, capital), 463
- ticker (stock) symbols, 557
- time
 Measurement of, 138
 time zones, 184
 x-axis as representative of, 140
- Time* magazine, 501
- time-management skills, 118
- time management software, 337
- time value of money, 52
- Time Warner, 236
- TIPS. See Treasury Inflation Protected Securities (TIPS)
- title page, of business plan, 87
- T.J. Maxx, 393
- tobacco lawsuits, 412
- topic sentence, 151, 308
- top-level manager, 113, 119
- total quality management (TQM), 127
- touchpads, 332
- townhouses, 568
- Toyota Motor Corporation, 41, 60, 165, 236
- trade (economic)
 barriers to, 57, 250
 defined, 165
 domestic, 165
 unfair practices, 29
 world, 165
 See also balance of trade; free trade
- trade (job), 361
- trade alliances, 172–173
- trade barriers, 57, 172
- trade deficit, 166
- trade disputes, 170
- trade dress, 192
- trade laws, 428
- trademarks, 184
- trade restrictions, 171
- trade sanctions, 172
- trade secrets, 192
- trade surplus, 166
- tradition, as influence on corporate culture, 275
- traditional IRAs, 348
- traditional whole life insurance, 618
- training
 Dell Leadership Edge program, 262
 group, 263
 hard skills, 263
 job rotation, 263
 on-the-job, 263
 plan for, in career plan development, 359
 simulation software for, 330
 soft skills, 263
 See also education
- transaction record, of checking accounts, 521
- transfer, of employees, 265
- transfer payments, 186, 189
- transferring money, 199
- transit advertising, 238
- TransUnion (credit bureau), 479
- travel and entertainment cards, 451–452
- Treasury Inflation Protected Securities (TIPS), 388
- Treasury bills (T-bills), 458, 549
- TreasuryDirect (financial services Web site), 548–549
- Treasury notes and bonds, 550
- Treaty of Rome (1957), 501
- Triangle Shirtwaist Factory Company fire, 56
- Tropicana, 10
- trust (monopoly), 182
- truth-in-advertising laws, 430
- Truth-in-Lending Act, 458, 478
- truth-in-lending laws, 429
- Tuff Equipment Rentals, 607
- Turkey, 517
- turnover, of employees, 265
- two-dimensional line graphs, 34

U

- UBS (bank), 531
- UCC. See Uniform Commercial Code (UCC)
- UL. See Underwriters Laboratories (UL)
- uncontrollable risk, 590
- Underwriters Laboratories (UL), 423
- undeveloped property, 570
- unemployment
 during the Great Depression, 46
 outsourcing as cause of, 357
 unemployment pay, 186
 unemployment rate, 41, 45

unethical behavior
 consequences of, for employers, 57
 of customers, 55
 legislation resulting from, 56
 unexpected expenses, budgeting for, 506
 unfair trade practices, 29
 Uniform Commercial Code (UCC), 429
 uninsurable risk, 589
 uninsured/underinsured motorists coverage, 606
 UnitedHealth Group, 627
 United Kingdom, 173
 United States
 automobile production, 167
 bankruptcy in, 485
 bribery and, 274
 changing economy of, 39
 currency of, 167
 economic activity of, measuring, 40–42
 economic history of, 38–42, 48
 ethnic diversity of, 278–279
 exports of, 166
 gross domestic product (GDP), 40
 imports of, 166
 inflation rate, 41
 as a market economy, 31
 as a mixed economy, 31
 monopoly on commercial space travel, 187
 national debt, 42
 North American Free Trade Agreement (NAFTA) and, 172–173
 oil dependency by, 24
 outsourcing and, 353
 self-managed team approach in, 134
 standard of living, 40
 unemployment rate, 41
 unit prices, 394
 universal life insurance, 618, 622
 unlimited liability, of sole proprietorships, 96
 unsecured loans, 467
 unskilled labor, 25
 Uruguay, 274

U.S. Consumer Product Safety Commission, 408, 412, 425
 U.S. Copyright Office, 183
 U.S. Department of Agriculture, 424
 U.S. Department of Education, 356
 U.S. Department of Labor, 56, 189
 U.S. government securities, 388
U.S. News & World Report, 501
 U.S. Patent and Trademark Office, 183
 U.S. savings bonds, 388, 550
 U.S. Treasury Department. See government securities
 usury law, 477

V

value investing, 326
Value Line Investment Survey, 216
 values
 in corporate culture, 275
 determining, in decision-making process, 9
 identifying, in career planning, 353
 variable expenses, 507
 variable life insurance, 618, 623
 variable rate loan, 458, 466
 variables
 defined, 4, 74
 percents represented by, 404
 representing unknowns, 458, 552
 solving for, 162
 vehicle insurance, 602, 604
 bodily injury, 605
 collision, 606, 608
 comprehensive, 606
 compulsory insurance law, 607
 costs of, 608
 deductibles, 608
 financial responsibility law, 607
 insurer, 605
 laws on, 607
 liability, generally, 605
 medical payments, 606
 miscellaneous, 607
 no-fault, 607
 policyholder, 605
 premiums, 608

 property damage, 606
 uninsured/underinsured motorists, 606
 venture, 77
 venture capital, 292
 venture capitalists, 292
 verbal contract, 182
 veteran's benefits, 186
 videoconferencing technologies, 278
 Vietnam, 173
 virtual business, 78, 81, 148
 virtual reality, 316
 virtual training, 316
 virtual world, 316
 virus (computer), 321, 591
 VISA, 451
 vision, of leaders, 127
 vision statement, in business plan, 84
 voice recognition software, 278, 336
 volume
 measurement of, 138
 of three-dimensional solid, 230
 voluntary separation, from employment, 265
 volunteerism, 62, 357, 370

W

wages
 defined, 258
 gap between men's and women's, 62
 garnishment of, 469
 during prosperity, 45
Wall Street Journal, 501
 Wal-Mart
 as discount store and superstore, 393
 globalization of, 393
 Walt Disney Company, 236, 274
 wants
 defined, 7
 private, 7
 public, 7
 wants and needs, 6
 economy and, 7
 of employers, 367
 goods and services and, 8

resources and, 8–10
 satisfying, 8
 warehouse stores, 394
 warranties
 about, 399
 defined, 429
 types of, 429
 Warren, Richard D., 334
 wearable computers, 313, 314
 weather disasters, risk of, 591, 592
 Web-based mapping software, 145
 Web browser, 319
 webcasting, 238
 WebEx, 320
 WebEx WebOffice, 391
 Web Quest, 12, 28, 45, 61, 85, 102,
 117, 133, 149, 171, 187, 202,
 224, 240, 264, 278, 300, 319,
 335, 358, 372, 398, 414, 428,
 467, 484, 505, 520, 538, 573,
 595, 610
 Web site development programs, 337
 WellPoint, 627
 whole life insurance, 618, 622
 wholesalers, as business type, 101
 WiFi. *See* wireless technology
 (wireless fidelity; WiFi)
 Windows operating system
 (Microsoft), 334
 Wireless technology (wireless fidelity;
 WiFi), 143, 313
 withdrawal
 from bank account, 198
 early, penalty for, from certificates
 of deposit (CDs), 533, 543
 withholding, for taxes, 505

women
 growth rate, in U.S. workforce,
 279
 in management positions, 279
 wages of, compared to men's
 wages, 62
 WordPerfect Office (Corel), 335
 word problems, 66, 81, 114, 146,
 168, 362
 word-processing software, 335
 worker participation, 117
 worker protection laws, 184
 worker's compensation insurance,
 602
 worker shortage, 41
 work experience
 in job search, 368
 on résumé, 373, 374
 working conditions, 62
 work permits, 367
 workplace
 changing nature of, 354
 demographic changes in, 279
 older workers in, 279
 protections in, 56
 safety in, 595
 skills for success, 356
 skills needed in, 259
 social responsibility of employers
 to, 62
 U.S., demographics of, 279
 See also diversity, in the
 workplace; information
 technology (IT)
 workstations, for computers, 330
 work values, 353

world trade, 165
 World Wide Web (the Web), 318–319.
 See also Internet
 World Wide Web Consortium (W3C),
 319
 worms (computer), 321, 591
 written contract, 182, 183

X

x-axis, as representative of time, 140
 Xerox, 197
 X factor, 369

Y

Yahoo!, 319
 yield
 of bonds, 548
 defined, 547

Z

ZDNet.com, 150
 Zimmer, George, 275