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 A ∣ Razorfish, 242
average, 194, 402. See also mean average household expenses, 502, 504
avoiding risk, 594
baby boom generation, 279, 354
background checks, 260, 595
bait-and-switch tactic, 410
Index

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, 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, 273. See also business
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, 101
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

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
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
talents, interests, hobbies, 352
job or occupation, defined, 351
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
Index

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
volunteerism, 357
supply and demand and, 357

change, adapting to, in the working world, 354
channel of distribution, 221–222
career, in creditworthiness, 463
career 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
cashing a check, 522
canceled checks, 515, 522
cashing a check, 522
cash, digital, 202
cash advance, from credit card, 462
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
certificate of deposit (CD)
checking accounts, 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
checklist
for new ventures, 83
Small Business Administration, 78
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
clear 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
Index

collateral, 199, 292, 452, 467
collectibles, investing in, 574–575
collection agents, 480
collision insurance, 606, 608
Colombia, 165
command economy, 30–31
collection agents, 480
collision insurance, 606, 608
command economy, 30–31
collaboration, 187
commission, on sale of stocks, 556
commercial banks, 202
commercial credit, 446
commercial loans, 200
commercial property, 570
commercial space travel, 187
commission, on sale of stocks, 556
commercial banks, 202
commercial credit, 446
commercial loans, 200
commercial property, 570
commercial space travel, 187
Colombia, 165
command economy, 30–31
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
consumer's right to choose and, 407
defined, 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
Index

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), 424
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
customer service representatives, 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
customer service representatives, 415
Consumers’ Research Magazine, 397, 412
Consumers Union, 423
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
cosigner, 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
declared, 445
denial of, appeal for, 478, 479
disadvantages of, 447–448
down payment for, 467
definition, 445
definitions, 445
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 surgers, 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
creditors
bankruptcy and, 485
contact, with credit problems, 484
defined, 63, 302, 445, 477
responsibility of businesses to, 63
creditors
bankruptcy and, 485
contacting creditors, 484
credit card and identity theft, 482–483
credit counselors, 484
filing bankruptcy, 485
repairing, 484–485
summary, 486
creditors
bankruptcy and, 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 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
  foreign exchange rate, 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
cyprus, 173
Czech republic, 173
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
data interpretation, 232
data protection, computers and, 321
data storage devices, 332
day traders, 326, 558
debt 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 unequed, 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
eo-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
development 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-tail 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
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
e-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
e-thics
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
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
e-tickets (electronic tickets), 151
etiquette
business, 274
cultural, 56
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
expenses
of average U.S. family, 502
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
express warranty, 399
extended coverage (insurance), 611
extracurricular activities, as influence in job seeking, 370
extranets, 320
eye characteristics, in biometrics, 520
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
credit loans, 452
fast-food lawsuits, 412
Faulkner, William, 50
fax machines, 144
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
federal Reserve System
defined, 44
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, Antwanye, 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
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
glasses, electronic, 335
Gapminder, 24
garnishment of wages, 469
Geological Institute of America, 573–574
globetrotting, 207
government National Mortgage Association (Ginnie Mae), 441, 490–491
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
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
technology 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
general labels, 424
graduated 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
Guam (Chinese art of relationship development), 220
Guatemala, 173
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
Index 707
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
hedging, against inflation, 572
hedging 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
hyphen (punctuation), 122
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
independent, 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
Index

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
department store, 301
developing new products, 262
distribution systems, 115
domestic companies, 292
economic growth, 291
foreign market entry strategies, 374
foreign market research, 248
import duties, 308
import regulations, 424
importing, 430
international business
as motivation, 250
exports, 252
imports, 252
multinational corporation, 276
as new businesses, 78
role of, 277
role of the Internet in, 237
technology threats, 320
trade barriers, 173
uninsurable risk, 589
worker’s compensation, 602
See also online topics
Internet businesses, 78
Internet Explorer (Microsoft), 319
Internet job services, 146
internships, 357
interpersonal skills, 19
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
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
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
in technology sector, 85
job offer, accepting, 377
job rotation, 263
jobs
defined, 351
entry-level, 118, 357
fastest growing occupations predictions, 45
with the federal government, 186
time value of money, 52
type 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
in technology sector, 85
job offer, accepting, 377
job rotation, 263
jobs
defined, 351
entry-level, 118, 357
fastest growing occupations predictions, 45
with the federal government, 186
time value of money, 52
type 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
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
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
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
lions
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
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
Index

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 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
growth 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
percent, 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
percent
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
Index

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
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

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 care, 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
people, 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
Index

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, 611
liability protection, 611
of personal property, 610
premiers, 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
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
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
compurers in marketing, 329
conserving resources, 24
customer advocates, 397
customer awareness, 410
customer resources, 409
customer 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
dearth-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 homeownership, 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
Index

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
reirement 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
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
- 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
- secured 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
- 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
- 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
Index

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
careers in industry, qualifications needed, 211
development, 130
characteristics of, 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
spinning wheels, 84
spreadsheets, for accounting, 305
spreadsheet software, 335
Spyder skivew 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 expressions, 231
calculating percentages, 231
formulas for converting temperature, 155
fractions, 473, 617, 633
gometry, 341
interest and computing principal, 489
interest and principal, 489
interest earnings, 435
interest rate, 177
interest rates, 177
interest-only loans, 450
multiple-choice questions, 107, 247, 269, 363, 419, 601
passive and active voice, 91
percent, 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
sterotype, 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

Index

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
digital 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
technology, 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
Index

A

ability, 263
accounting, 155
Accounting,
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
inflation rate, 41
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 proprietors, 96
unsecured loans, 467
unskilled labor, 25
Uruguay, 274

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
premials, 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

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
eyear, 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