

Index

A

accounting
13.2: Accounting- More than Numbers

acquisition
5.7: Mergers and Acquisitions

activity ratios
13.8: Analyzing Financial Statements

affirmative action programs
9.9: Legal Environment of Human Resources and Labor Relations

Angle investor
4.5: Ready, Set, Start Your Own Business

annual report
13.2: Accounting- More than Numbers

apprenticeship
9.5: Employee Training and Development

arbitration
9.8: Managing Grievances and Conflicts

assets
13.4: Basic Accounting Procedures

auditing
13.3: The Accounting Profession

authority
7.5: Authority—Establishing Organizational Relationships

autocratic leader
8.5: Leading, Guiding, and Motivating Others

B

balance sheet
13.5: The Balance Sheet

barriers to entry
3.6: Competing in a Free Market

benefit segmentation
11.5: Market Segmentation

board of directors
5.4: Corporations- Limiting Your Liability

brainstorming
11.7: Creating Products That Deliver Value

bundling
11.9: Pricing Strategies and Future Trends

business cycles
3.3: Macroeconomics- The Big Picture

business plan
4.5: Ready, Set, Start Your Own Business

buyer behavior
11.4: Buyer Behavior

buyer cooperative
5.5: Specialized Forms of Business Organization

C

C corporation
5.4: Corporations- Limiting Your Liability

capital products
11.6: What Is a Product?

capitalism
3.2: How Business and Economics Work

cellular layout
6.2: Facility Layouts

centralization
7.6: Degree of Centralization

Certified Management Accountant (CMA)
13.3: The Accounting Profession

Certified Public Accountant (CPA)
13.3: The Accounting Profession

chain of command
7.5: Authority—Establishing Organizational Relationships

circular flow
3.2: How Business and Economics Work

Code of Ethics
2.3: How Organizations Influence Ethical Conduct

coercive power
8.5: Leading, Guiding, and Motivating Others

committee structure
7.3: Contemporary Structures

communism
3.2: How Business and Economics Work

Competitive Advantage
11.2: Creating a Marketing Strategy

conceptual skills
8.8: Managerial Skills

conciliation
9.9: Legal Environment of Human Resources and Labor Relations

conglomerate merger
5.7: Mergers and Acquisitions

consensual leader
8.5: Leading, Guiding, and Motivating Others

consultative leader
8.5: Leading, Guiding, and Motivating Others

consumer price index (CPI)
3.3: Macroeconomics- The Big Picture

contingent worker
9.2: Achieving High Performance through Human Resources Management

contractual policy
3.4: Achieving Macroeconomic Goals

controlling
8.6: Controlling

convenience products
11.6: What Is a Product?

cooperative
5.5: Specialized Forms of Business Organization

corporate culture
8.5: Leading, Guiding, and Motivating Others

corporate philanthropy
2.5: Responsibilities to Stakeholders

Corporate social responsibility (CSR)
2.4: Managing a Socially Responsible Business

corporation
5.4: Corporations- Limiting Your Liability

cost competitive advantage
11.2: Creating a Marketing Strategy

cost of goods sold
13.6: The Income Statement

crowding out
3.4: Achieving Macroeconomic Goals

culture
11.4: Buyer Behavior

current assets
13.5: The Balance Sheet

current liabilities
13.5: The Balance Sheet

current ratio
13.8: Analyzing Financial Statements

customer departmentalization
7.2: Building Organizational Structures

customer satisfaction
11.1: The Marketing Concept

customer value
11.1: The Marketing Concept

cyclical unemployment
3.3: Macroeconomics- The Big Picture

D

debt
4.5: Ready, Set, Start Your Own Business

debt ratios
13.8: Analyzing Financial Statements

Decentralization
7.6: Degree of Centralization

decisional role
8.7: Managerial Roles

delegation of authority
7.5: Authority—Establishing Organizational Relationships

demand
3.5: Microeconomics- Zeroing in on Businesses and Consumers

demand curve
3.5: Microeconomics- Zeroing in on Businesses and Consumers

democratic leader
8.5: Leading, Guiding, and Motivating Others

demographic segmentation
11.5: Market Segmentation

demography
3.1: Understanding the Business Environment

deontology
2.2: Understanding Business Ethics

departmentalization
7.2: Building Organizational Structures

depreciation
13.5: The Balance Sheet

differential competitive advantage
11.2: Creating a Marketing Strategy

division of labor
7.2: Building Organizational Structures

dynamic pricing
11.9: Pricing Strategies and Future Trends

E

earnings per shares (EPS)
13.8: Analyzing Financial Statements

economic growth
3.3: Macroeconomics- The Big Picture

economic system
3.2: How Business and Economics Work

economics
3.2: How Business and Economics Work

effectiveness
8.2: The Role of Management

efficiency

8.2: The Role of Management

empowerment

8.5: Leading, Guiding, and Motivating Others

entrepreneurs

4.2: Entrepreneurship Today

environmental scanning

11.2: Creating a Marketing Strategy

Equal Employment Opportunity Commission

9.9: Legal Environment of Human Resources and Labor Relations

equity

4.5: Ready, Set, Start Your Own Business

equity theory

10.7: Contemporary Views on Motivation

ethical issue

2.2: Understanding Business Ethics

ethics

2.2: Understanding Business Ethics

exchange

11.1: The Marketing Concept

expansionary policy

3.4: Achieving Macroeconomic Goals

expectancy theory

10.7: Contemporary Views on Motivation

expense items

11.6: What Is a Product?

expenses

13.6: The Income Statement

experiment

11.5: Market Segmentation

expert power

8.5: Leading, Guiding, and Motivating Others

F

federal budget deficit

3.4: Achieving Macroeconomic Goals

Federal Reserve System

3.4: Achieving Macroeconomic Goals

financial accounting

13.2: Accounting- More than Numbers

Financial Accounting Standards Board (FASB)

13.2: Accounting- More than Numbers

fiscal policy

3.4: Achieving Macroeconomic Goals

Five Ps

11.2: Creating a Marketing Strategy

fixed assets

13.5: The Balance Sheet

flexible manufacturing system (FMS)

6.5: The Technology of Goods Production

focus group

11.7: Creating Products That Deliver Value

formal organization

7.8: The Informal Organization

franchise agreement

5.6: Franchising- A Popular Trend

Franchisee

5.6: Franchising- A Popular Trend

franchising

5.6: Franchising- A Popular Trend

Franchisor

5.6: Franchising- A Popular Trend

frictional unemployment

3.3: Macroeconomics- The Big Picture

full employment

3.3: Macroeconomics- The Big Picture

functional departmentalization

7.2: Building Organizational Structures

G

general partners

5.3: Partnerships- Sharing the Load

general partnership

5.3: Partnerships- Sharing the Load

generally accepted accounting principles (GAAP)

13.2: Accounting- More than Numbers

geographic segmentation

11.5: Market Segmentation

global management skills

8.9: Trends in Management and Leadership

globalization

14.2: Globalization

Grievance

9.8: Managing Grievances and Conflicts

gross domestic product

3.3: Macroeconomics- The Big Picture

gross profit

13.6: The Income Statement

gross sales

13.6: The Income Statement

group cohesiveness

7.4: Using Teams to Enhance Motivation and Performance

H

Hawthorne effect

10.3: The Hawthorne Studies

horizontal merger

5.7: Mergers and Acquisitions

human relation skills

8.8: Managerial Skills

hygiene factors

10.6: Herzberg's Motivator-Hygiene Theory

I

incentive pay

9.7: Employee Compensation and Benefits

income statement

13.6: The Income Statement

inflation

3.3: Macroeconomics- The Big Picture

informal organization

7.8: The Informal Organization

informational role

8.7: Managerial Roles

intangible assets

13.5: The Balance Sheet

interpersonal roles

8.7: Managerial Roles

intrapreneurs

4.2: Entrepreneurship Today

inventory turnover ratio

13.8: Analyzing Financial Statements

J

job analysis

9.2: Achieving High Performance through Human Resources Management

job description

9.2: Achieving High Performance through Human Resources Management

job enlargement

10.8: From Motivation Theory to Application

job enrichment

10.8: From Motivation Theory to Application

job fair

9.3: Employee Recruitment

job rotation

9.5: Employee Training and Development

10.8: From Motivation Theory to Application

job sharing

10.8: From Motivation Theory to Application

job specification

9.2: Achieving High Performance through Human Resources Management

joint venture

5.5: Specialized Forms of Business Organization

justice

2.2: Understanding Business Ethics

L

layout

6.2: Facility Layouts

leader pricing

11.9: Pricing Strategies and Future Trends

leadership

8.5: Leading, Guiding, and Motivating Others

leadership style

8.5: Leading, Guiding, and Motivating Others

legitimate power

8.5: Leading, Guiding, and Motivating Others

leveraged buyout (LBO)

5.7: Mergers and Acquisitions

liabilities

13.4: Basic Accounting Procedures

limited liability company (LLC)

5.4: Corporations- Limiting Your Liability

limited partners

5.3: Partnerships- Sharing the Load

limited partnership

5.3: Partnerships- Sharing the Load

line extension

11.7: Creating Products That Deliver Value

liquidity

13.5: The Balance Sheet

liquidity ratios

13.8: Analyzing Financial Statements

loss leader

11.9: Pricing Strategies and Future Trends

M

macroeconomics

3.2: How Business and Economics Work

Management

8.2: The Role of Management

managerial hierarchy

7.5: Authority—Establishing Organizational Relationships

managerial marketing

13.2: Accounting- More than Numbers

Market segmentation

11.5: Market Segmentation

market structure

3.6: Competing in a Free Market

Marketing

11.1: The Marketing Concept

marketing concept

11.1: The Marketing Concept

marketing mix

11.3: Developing a Marketing Mix

marketing research

11.5: Market Segmentation

Maslow's hierarchy of needs

10.4: Maslow's Hierarchy of Needs

mass customization

6.1: Operations Management in Manufacturing

mass production

6.1: Operations Management in Manufacturing

matrix structure

7.3: Contemporary Structures

mechanistic organization

7.7: Organizational Design Considerations

mediation

9.9: Legal Environment of Human Resources and Labor Relations

mentoring

9.5: Employee Training and Development

merger

5.7: Mergers and Acquisitions

microeconomics

3.2: How Business and Economics Work

middle management

8.4: Organizing

mission

8.3: Planning

mission statement

8.3: Planning

mixed economies

3.2: How Business and Economics Work

monetary policy

3.4: Achieving Macroeconomic Goals

monopolistic competition

3.6: Competing in a Free Market

motivating factors

10.6: Herzberg's Motivator-Hygiene Theory

motivation

10.2: Early Theories of Motivation

N

national debt

3.4: Achieving Macroeconomic Goals

need

10.2: Early Theories of Motivation

net income

13.6: The Income Statement

net loss

13.6: The Income Statement

net profit

13.6: The Income Statement

net profit margin

13.8: Analyzing Financial Statements

net sales

13.6: The Income Statement

net working capital

13.8: Analyzing Financial Statements

niche competitive advantage

11.2: Creating a Marketing Strategy

nonprogrammed decision

8.7: Managerial Roles

O

observation research

11.5: Market Segmentation

Occupational Safety and Health Administration (OSHA)

9.9: Legal Environment of Human Resources and Labor Relations

Oligopoly

3.6: Competing in a Free Market

operating expenses

13.6: The Income Statement

operational planning

8.3: Planning

operations management

6.1: Operations Management in Manufacturing

organic organization

7.7: Organizational Design Considerations

organization

7.2: Building Organizational Structures

organization chart

7.2: Building Organizational Structures

organizing

8.4: Organizing

orientation

9.5: Employee Training and Development

Owners' equity

13.4: Basic Accounting Procedures

P

participative leaders

8.5: Leading, Guiding, and Motivating Others

partnerships

5.3: Partnerships- Sharing the Load

penetration pricing

11.9: Pricing Strategies and Future Trends

People

11.2: Creating a Marketing Strategy

perfect (pure) competition

3.6: Competing in a Free Market

performance appraisals

9.6: Performance Planning and Evaluation

personality

11.4: Buyer Behavior

place

11.2: Creating a Marketing Strategy

place (distribution) strategy

11.3: Developing a Marketing Mix

planning

8.3: Planning

power

8.5: Leading, Guiding, and Motivating Others

prestige pricing

11.9: Pricing Strategies and Future Trends

price

11.2: Creating a Marketing Strategy

price skimming

11.9: Pricing Strategies and Future Trends

pricing strategy

11.3: Developing a Marketing Mix

private accountants

13.3: The Accounting Profession

probability ratios

13.8: Analyzing Financial Statements

process departmentalization

7.2: Building Organizational Structures

process layout

6.2: Facility Layouts

producer price index (PPI)

3.3: Macroeconomics- The Big Picture

product

11.2: Creating a Marketing Strategy

11.6: What Is a Product?

product departmentalization

7.2: Building Organizational Structures

product layout

6.2: Facility Layouts

product life cycle

11.8: The Product Life Cycle

product manager

11.7: Creating Products That Deliver Value

product strategy

11.3: Developing a Marketing Mix

productivity

3.1: Understanding the Business Environment

programmed decisions

8.7: Managerial Roles

programmed instruction

9.5: Employee Training and Development

promotion

11.2: Creating a Marketing Strategy

promotion strategy

11.3: Developing a Marketing Mix

protected class

9.9: Legal Environment of Human Resources and Labor Relations

psychographic segmentation

11.5: Market Segmentation

psychological pricing

11.9: Pricing Strategies and Future Trends

public accountants

13.3: The Accounting Profession

punishment

10.7: Contemporary Views on Motivation

purchasing power

3.3: Macroeconomics- The Big Picture

pure monopoly

3.6: Competing in a Free Market

R

ratio analysis

13.8: Analyzing Financial Statements

recession

3.3: Macroeconomics- The Big Picture

recruitment branding

9.3: Employee Recruitment

reengineering

[7.9: Trends in Organizational Structure](#)

reference groups

[11.4: Buyer Behavior](#)

referent power

[8.5: Leading, Guiding, and Motivating Others](#)

reinforcement theory

[10.7: Contemporary Views on Motivation](#)

relationship management

[3.7: Trends in the Business Environment and Competition](#)

relationship marketing

[11.1: The Marketing Concept](#)

retained earnings

[13.5: The Balance Sheet](#)

return on equity (ROE)

[13.8: Analyzing Financial Statements](#)

revenues

[13.6: The Income Statement](#)

reward

[10.7: Contemporary Views on Motivation](#)

reward power

[8.5: Leading, Guiding, and Motivating Others](#)

S

S corporation

[5.4: Corporations- Limiting Your Liability](#)

saving bonds

[3.4: Achieving Macroeconomic Goals](#)

scientific management

[10.2: Early Theories of Motivation](#)

seasonal unemployment

[3.3: Macroeconomics- The Big Picture](#)

selection

[9.4: Employee Selection](#)

selection interview

[9.4: Employee Selection](#)

selective strike strategy

[9.8: Managing Grievances and Conflicts](#)

seller cooperative

[5.5: Specialized Forms of Business Organization](#)

shopping products

[11.6: What Is a Product?](#)

simulation

[9.5: Employee Training and Development](#)

situational leader

[8.5: Leading, Guiding, and Motivating Others](#)

small business administration (SBA)

[4.8: The Small Business Administration](#)

small business investment company (SBIC)

[4.8: The Small Business Administration](#)

social investing

[2.5: Responsibilities to Stakeholders](#)

socialism

[3.2: How Business and Economics Work](#)

sole proprietor

[5.1: Introduction](#)

sole proprietorship

[5.2: Going It Alone- Sole Proprietorships](#)

span of control

[7.5: Authority—Establishing Organizational Relationships](#)

specialization of labor

[7.2: Building Organizational Structures](#)

specialty products

[11.6: What Is a Product?](#)

stakeholders

[2.5: Responsibilities to Stakeholders](#)

statement of cash flows

[13.7: The Statement of Cash Flows](#)

stockholders

[5.4: Corporations- Limiting Your Liability](#)

strategic alliances

[3.7: Trends in the Business Environment and Competition](#)

strategic giving

[2.6: Trends in Ethics and Corporate Social Responsibility](#)

strategic planning

[8.3: Planning](#)

structural unemployment

[3.3: Macroeconomics- The Big Picture](#)

succession planning

[9.2: Achieving High Performance through Human Resources Management](#)

supervisory management

[8.4: Organizing](#)

supply

[3.5: Microeconomics- Zeroing in on Businesses and Consumers](#)

supply curve

[3.5: Microeconomics- Zeroing in on Businesses and Consumers](#)

survey research

[11.5: Market Segmentation](#)

T

Taco Bell

[5.6: Franchising- A Popular Trend](#)

tactical planning

[8.3: Planning](#)

target market

[11.2: Creating a Marketing Strategy](#)

technical skills

[8.8: Managerial Skills](#)

Technology

[3.1: Understanding the Business Environment](#)

Theory X

[10.5: McGregor's Theories X and Y](#)

Theory Y

[10.5: McGregor's Theories X and Y](#)

Theory Z

[10.5: McGregor's Theories X and Y](#)

training and development

[9.5: Employee Training and Development](#)

U

unemployment compensation

[9.7: Employee Compensation and Benefits](#)

unemployment rate

[3.3: Macroeconomics- The Big Picture](#)

unsought products

[11.6: What Is a Product?](#)

utilitarianism

[2.2: Understanding Business Ethics](#)

V

venture capital

[4.5: Ready, Set, Start Your Own Business](#)

vertical merger

[5.7: Mergers and Acquisitions](#)

volume segmentation

[11.5: Market Segmentation](#)

W

want

[10.2: Early Theories of Motivation](#)

work groups

[7.4: Using Teams to Enhance Motivation and Performance](#)

work teams

[7.4: Using Teams to Enhance Motivation and Performance](#)

worker's compensation

[9.7: Employee Compensation and Benefits](#)