

Index

A

ability to buy
7.4: Segmentation and the Target Market
accessibility
7.4: Segmentation and the Target Market
accounting
9.2: Understanding the Need for Accounting Systems
actionability
7.4: Segmentation and the Target Market
activity log
13.2: Personal Efficiency and Effectiveness
additional financial benefits
11.4: The Benefits and the Risks of Participating in a Supply Chain
advertising
7.9: Marketing Strategy and Promotion
advertising media
7.9: Marketing Strategy and Promotion
affiliate marketing
7.9: Marketing Strategy and Promotion
Analytics
4.4: E-Commerce Technology
approver
6.3: The Customer
augmented layer
7.6: Marketing Strategy and Product
autocratic leadership
12.2: Principles of Management and Organization

B

badwill
14.5: Exit Strategies
banner ads
7.9: Marketing Strategy and Promotion
benchmarking
11.2: The Supply Chain and a Firm's Role in It
blog
7.9: Marketing Strategy and Promotion
blog advertising
7.9: Marketing Strategy and Promotion
brainstorming
13.3: Creativity
brand equity
7.9: Marketing Strategy and Promotion
brokerage model
4.2: E-Business and E-Commerce - The Difference
Business Intelligence
4.2: E-Business and E-Commerce - The Difference
business interruption insurance
14.2: Icebergs
business process reengineering
11.2: The Supply Chain and a Firm's Role in It
buying center
6.3: The Customer

C

changes in consumer demands
11.2: The Supply Chain and a Firm's Role in It
channel pricing
6.2: What Marketing Is All About

characteristics of services
7.6: Marketing Strategy and Product
comparing performance
12.2: Principles of Management and Organization
compensation
12.5: People
competitive advantage
7.5: Differentiation and Positioning
conceptual skills
12.2: Principles of Management and Organization
conditional value
6.2: What Marketing Is All About
consumer
6.3: The Customer
core layer
7.6: Marketing Strategy and Product
cost focus
5.2: Developing Your Strategy
cost leadership
5.2: Developing Your Strategy
cost of goods sold
5.4: Building a Plan
crowdfunding
7.10: The Three Threads
current assests
5.4: Building a Plan
current liabilities
5.4: Building a Plan
customer
5.2: Developing Your Strategy
6.3: The Customer
customer outsourcing
4.5: The Three Threads
customer relationship management (CRM)
4.2: E-Business and E-Commerce - The Difference
11.2: The Supply Chain and a Firm's Role in It
customer segment pricing
6.2: What Marketing Is All About
customer value
2.2: Defining the Customer's Concept of Value
Cybercrime
4.3: E-Commerce Operations

D

decider
6.3: The Customer
decision making
12.2: Principles of Management and Organization
delivery
11.3: Firm's Role in the Supply Chain
Deming method
13.4: Organizational Efficiency
democratic leadership
12.2: Principles of Management and Organization
depreciation
5.4: Building a Plan
differential response
7.4: Segmentation and the Target Market
differentiation
6.2: What Marketing Is All About

differentiation focus
5.2: Developing Your Strategy
direct foreign investment
15.4: Key Management Decisions and Considerations
distribution
11.2: The Supply Chain and a Firm's Role in It
domain name registration
4.3: E-Commerce Operations
domain name selection
4.3: E-Commerce Operations

E

effective
13.2: Personal Efficiency and Effectiveness
efficient
13.2: Personal Efficiency and Effectiveness
electronic transactions
4.3: E-Commerce Operations
emotional value
6.2: What Marketing Is All About
employee benefits
12.5: People
epistemic value
6.2: What Marketing Is All About
error reduction
11.4: The Benefits and the Risks of Participating in a Supply Chain
external marketing environment
6.2: What Marketing Is All About
extranets
4.2: E-Business and E-Commerce - The Difference

F

Finance
10.2: The Importance of Financial Management in Small Business
financial condition of the firm
7.4: Segmentation and the Target Market
fixed assets
5.4: Building a Plan
Fixed costs
6.3: The Customer
flexibility
11.3: Firm's Role in the Supply Chain
focus group
6.4: Marketing Research
functional value
6.2: What Marketing Is All About

G

game theory
11.3: Firm's Role in the Supply Chain
gatekeeper
6.3: The Customer
general partnership
10.2: The Importance of Financial Management in Small Business
12.4: Legal Forms of Organization for the Small Business
geographic area
5.2: Developing Your Strategy

goals

5.4: Building a Plan

goodwill

14.5: Exit Strategies

green business practices

6.2: What Marketing Is All About

gross profit margin

5.4: Building a Plan

H

Hosting

4.3: E-Commerce Operations

I

improve communications with suppliers and customers

11.4: The Benefits and the Risks of Participating in a Supply Chain

improve operations

14.5: Exit Strategies

improvements in operations

11.4: The Benefits and the Risks of Participating in a Supply Chain

improvements in purchasing

11.4: The Benefits and the Risks of Participating in a Supply Chain

improvements in transportation operations

11.4: The Benefits and the Risks of Participating in a Supply Chain

incentive marketing model

4.2: E-Business and E-Commerce - The Difference

income

5.4: Building a Plan

influencer

6.3: The Customer

initial public offering (IPO)

14.5: Exit Strategies

initiator

6.3: The Customer

integrated marketing communications

7.9: Marketing Strategy and Promotion

integration

11.2: The Supply Chain and a Firm's Role in It

intellectual property

4.3: E-Commerce Operations

interest

5.4: Building a Plan

internal marketing environment

6.2: What Marketing Is All About

interrole conflict

3.4: Conflict

is the market new to the firm?

7.4: Segmentation and the Target Market

J

job description

12.5: People

joint venture (JV)

15.4: Key Management Decisions and Considerations

jurisdiction

4.3: E-Commerce Operations

K

Kaisen

13.5: Going Lean

keys to success

5.4: Building a Plan

L

layout

7.6: Marketing Strategy and Product

leading

12.2: Principles of Management and Organization

lean methodologies

11.2: The Supply Chain and a Firm's Role in It

lean thinking

13.5: Going Lean

learning organization

11.2: The Supply Chain and a Firm's Role in It

Limited Liability Companies (LLC)

10.2: The Importance of Financial Management in Small Business

limited partnership

10.2: The Importance of Financial Management in Small Business

12.4: Legal Forms of Organization for the Small Business

liquidation

14.5: Exit Strategies

logistics

11.2: The Supply Chain and a Firm's Role in It

M

Management

12.2: Principles of Management and Organization

management by objectives

11.2: The Supply Chain and a Firm's Role in It

management hierarchy

12.2: Principles of Management and Organization

market reader

13.3: Creativity

Market segmentation

7.4: Segmentation and the Target Market

Marketing

6.2: What Marketing Is All About

marketing communications mix

7.9: Marketing Strategy and Promotion

marketing communications

7.9: Marketing Strategy and Promotion

marketing concept

6.2: What Marketing Is All About

marketing environment

6.2: What Marketing Is All About

marketing management

6.2: What Marketing Is All About

marketing objectives

7.3: The Marketing Strategy Process

materials requirement planning

11.2: The Supply Chain and a Firm's Role in It

measurability

7.4: Segmentation and the Target Market

measuring performance

12.2: Principles of Management and Organization

middle management

12.2: Principles of Management and Organization

mind mapping

13.3: Creativity

mission statement

7.3: The Marketing Strategy Process

mission statements

5.4: Building a Plan

motivating

12.2: Principles of Management and Organization

N

need seeker

13.3: Creativity

negative or destructive conflict

3.4: Conflict

negotiate debt

14.5: Exit Strategies

net profit

5.4: Building a Plan

net profit before interest and taxes

5.4: Building a Plan

news site advertising

7.9: Marketing Strategy and Promotion

niche market

6.2: What Marketing Is All About

7.4: Segmentation and the Target Market

nontariff trade barriers

15.4: Key Management Decisions and Considerations

O

online market maker

4.2: E-Business and E-Commerce - The Difference

operating expenses

5.4: Building a Plan

order fulfillment

4.3: E-Commerce Operations

organizations that have recognized the need to change

11.2: The Supply Chain and a Firm's Role in It

owner's equity

5.4: Building a Plan

P

packaging

7.6: Marketing Strategy and Product

particular distribution channel

5.2: Developing Your Strategy

perception

6.3: The Customer

personal digital assistant (PDA)

12.5: People

personal factors

6.3: The Customer

planning

12.2: Principles of Management and Organization

Positioning

6.2: What Marketing Is All About

Positive or constructive conflict

3.4: Conflict

primary marketing research

6.4: Marketing Research

Privacy

4.3: E-Commerce Operations

procurement

11.2: The Supply Chain and a Firm's Role in It
product decline stage

7.6: Marketing Strategy and Product
product design

7.6: Marketing Strategy and Product
product development stage

7.6: Marketing Strategy and Product
product growth stage

7.6: Marketing Strategy and Product
product introduction stage

7.6: Marketing Strategy and Product
product life cycle

7.6: Marketing Strategy and Product
product line

5.2: Developing Your Strategy
product maturity stage

7.6: Marketing Strategy and Product
product reliability

4.3: E-Commerce Operations
promotion

7.9: Marketing Strategy and Promotion
proprietary research reports

6.4: Marketing Research
psychological or individual factors

6.3: The Customer
pull system

13.5: Going Lean
purchaser or buyer

6.3: The Customer

Q

qualitative forecasting methods
5.4: Building a Plan

quality

7.6: Marketing Strategy and Product
quantitative forecasting methods

5.4: Building a Plan
quick changeover

13.5: Going Lean

R

rebrand

7.6: Marketing Strategy and Product
reduction of inventory costs

11.4: The Benefits and the Risks of Participating in a
Supply Chain

reference groups
6.3: The Customer

S

sales conversion rate

4.3: E-Commerce Operations
scenario planning

5.4: Building a Plan

Search engine optimization

4.3: E-Commerce Operations
4.4: E-Commerce Technology

search engine placement
4.3: E-Commerce Operations

secondary marketing research
6.4: Marketing Research

Secure Sockets Layer (SSL)
4.3: E-Commerce Operations

server

12.5: People

setting performance standards

12.2: Principles of Management and Organization

shopping environment

6.3: The Customer

silo busting

11.4: The Benefits and the Risks of Participating in a
Supply Chain

situational factors

6.3: The Customer

Six Sigma

13.4: Organizational Efficiency

small business failure

1.3: Success and Failure in Small Businesses

small business success

1.3: Success and Failure in Small Businesses

SMART

5.4: Building a Plan

smartphone

4.4: E-Commerce Technology
12.5: People

Smartphones

4.5: The Three Threads

social factors

6.3: The Customer

social media

7.9: Marketing Strategy and Promotion

social media advertising

7.9: Marketing Strategy and Promotion

social value

6.2: What Marketing Is All About

societal marketing concept

6.2: What Marketing Is All About

sole proprietorship

10.2: The Importance of Financial Management in
Small Business

specific need or want

7.4: Segmentation and the Target Market

standard deviation

13.4: Organizational Efficiency

statistical process control (SPC)

13.4: Organizational Efficiency

strategic alliance

15.4: Key Management Decisions and
Considerations

strategy

5.2: Developing Your Strategy

substantiality

7.4: Segmentation and the Target Market

succession planning

14.5: Exit Strategies

supplier selection

11.4: The Benefits and the Risks of Participating in a
Supply Chain

supply chain management

11.2: The Supply Chain and a Firm's Role in It

supply chain management (SCM)

4.2: E-Business and E-Commerce - The Difference

supply chain operations reference
(SCOR) model

11.3: Firm's Role in the Supply Chain

symbolic layer

7.6: Marketing Strategy and Product

T

taking corrective action

12.2: Principles of Management and Organization

target market

7.4: Segmentation and the Target Market

tariffs

15.4: Key Management Decisions and
Considerations

taxes

5.4: Building a Plan

technical innovations

11.2: The Supply Chain and a Firm's Role in It

technical skills

12.2: Principles of Management and Organization

technology driver

13.3: Creativity

termination at will

12.5: People

termination for cause

12.5: People

the increasing importance of globalization

11.2: The Supply Chain and a Firm's Role in It

time management

13.2: Personal Efficiency and Effectiveness

top management

12.2: Principles of Management and Organization

total assets

5.4: Building a Plan

total expenses

5.4: Building a Plan

total liabilities

5.4: Building a Plan

Total Quality Management

13.4: Organizational Efficiency

total supply chain cost

11.3: Firm's Role in the Supply Chain

touch points

6.3: The Customer

turn around and restructure the business

14.5: Exit Strategies

U

user

6.3: The Customer

user interface

7.6: Marketing Strategy and Product

V

value stream

13.5: Going Lean

venture capitalist

14.5: Exit Strategies

virtual merchant model

4.2: E-Business and E-Commerce - The Difference

vision statement

7.3: The Marketing Strategy Process

vision statements

5.4: Building a Plan

visual management

13.5: Going Lean

vulture capitalist

14.5: Exit Strategies

W

wages

[12.5: People](#)

walkaway

[14.5: Exit Strategies](#)

whether the competition is ignoring

smaller segments

[7.4: Segmentation and the Target Market](#)

wikis

[4.2: E-Business and E-Commerce - The Difference](#)

will this target market be profitable

[7.4: Segmentation and the Target Market](#)

willingness to buy

[7.4: Segmentation and the Target Market](#)

workforce planning

[12.5: People](#)