

Word	Definition
1	A form of sent out by a business about a or service.
2	A group of people who meet several times a to make important decisions affecting a or
3	A creative group -solving technique that involves a large number of fresh
4	A name, , design, symbol, or any other feature that identifies one seller's good or as distinct from this of other sellers. Legal name for a brand is
5	A written document that describes all the steps in opening and operating a successful business. Also includes what the does, who its customer base is, what its financial needs are, what and supplies it needs, who will lead, manage and operate the business and how much profit the business is likely to make
6	The level of behavior demanded by an , business or
7	The legal right to exclusive publication, , sale or distribution of a or artistic work.
8	A business with rights of a , which many be owned by many
9	that describes a group of people in terms of their , marital status, family size, ethnicity, , profession, education, and income.
10	of profits to by corporations.
11	Selling or services over the
12	Individuals who own, and take the risk of a venture.
13	A legal that gives individual the right to a company's product or services in a particular
14	An system where businesses are free to with others for their own gain.
15	A structure that is a of a partnership and a

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16	A graphic symbol that is used as a continuing symbol for a , organization, or
17	When one controls all of a
18	The cost of one opportunity or over another
19	A owned by or more people
20	A document that gives an inventor the sole right to a , use and sell an
21	The verbal written portion of an message that the main idea in a few memorable words. This is also known as a line.
22	A owned by one
23	The or companies interested in a particular or service and willing and able to for it.
24	A name, , or special mark that can only be used by businesses
25	Costs that go and depending on the of the good or service provided