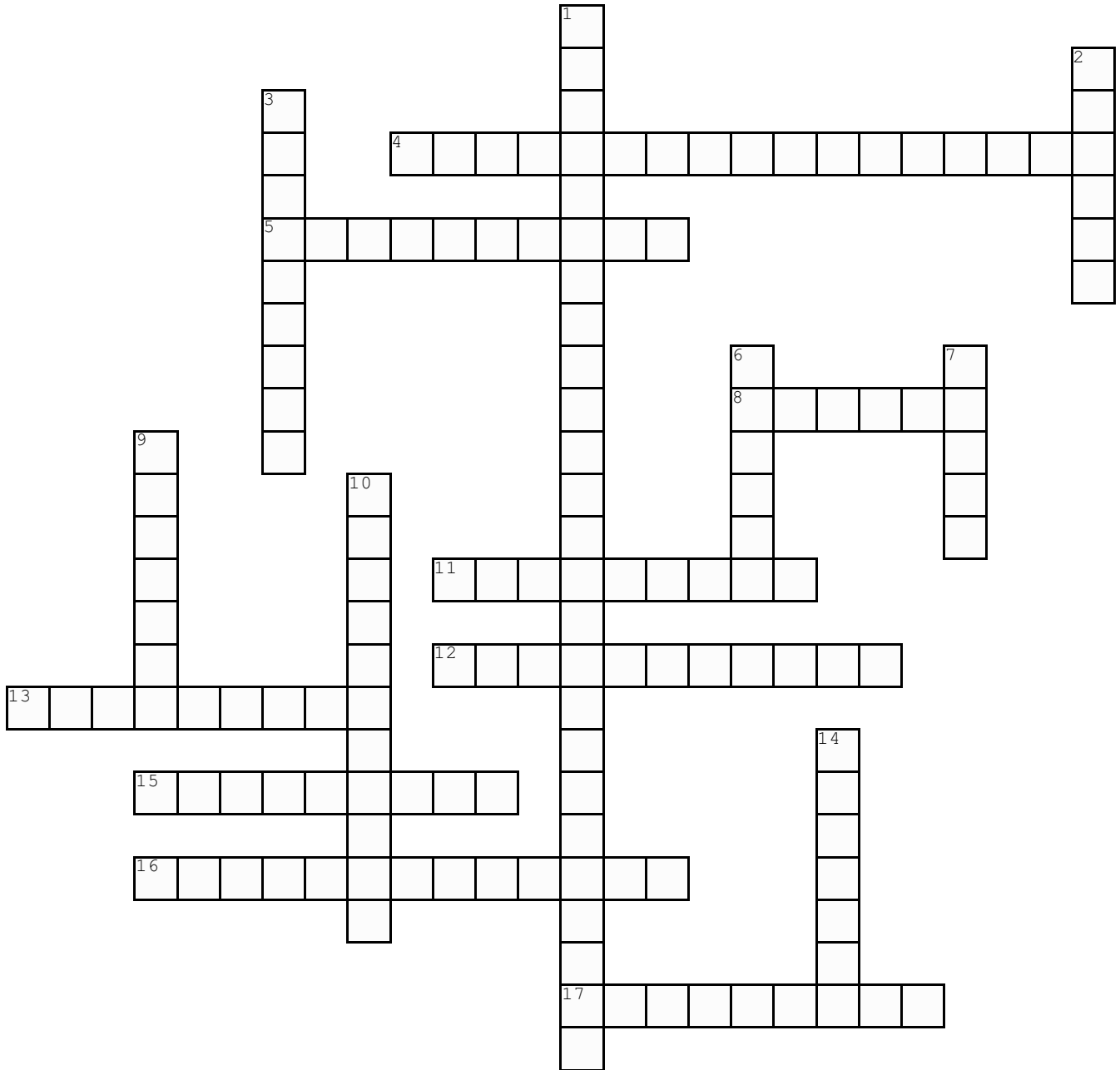


Name: _____

Business Terms 4



Across

- 4.** a short written statement made by an organization, intended to communicate its aims to customers, employees, shareholders etc.
- 5.** the process of dealing with or controlling things or people.
- 8.** a partial refund to someone who has paid too much money for tax, rent, or a utility.
- 11.** the notice or attention given to someone or something by the media.
- 12.** a relationship between two people, organizations, or countries that work together
- 13.** the first form that a new design of a car, machine etc. has
- 15.** the action or business of promoting and selling products or services, including market research and advertising.
- 16.** the combination of marketing actions often referred to as product, price, place, and promotion: selling the right product, through appropriate distribution channels, at the right price in relation to other products and for the profitability of the company, with the correct support in terms of advertising, sales force etc.
- 17.** is the amount by which assets exceed liabilities. Net worth is a concept applicable to individuals and businesses as a key measure of how much an entity is worth.

Down

- 1.** a company where individual shareholders lose only the cost of their shares if the company goes bankrupt, and not other property they own
- 2.** an legal document giving a person or company the right to make or sell a new invention, product, or method of doing something and stating that no other person or company is allowed to do this
- 3.** a move to a more important job or 174 Glossary rank in a company or organization
- 6.** a financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something.
- 7.** the main means of mass communication (broadcasting, publishing, and the Internet), regarded collectively.
- 9.** a document given by someone, showing that they have received money, goods, or services
- 10.** land or buildings and the business of buying and selling them
- 14.** a person responsible for controlling or administering all or part of a company or similar organization.