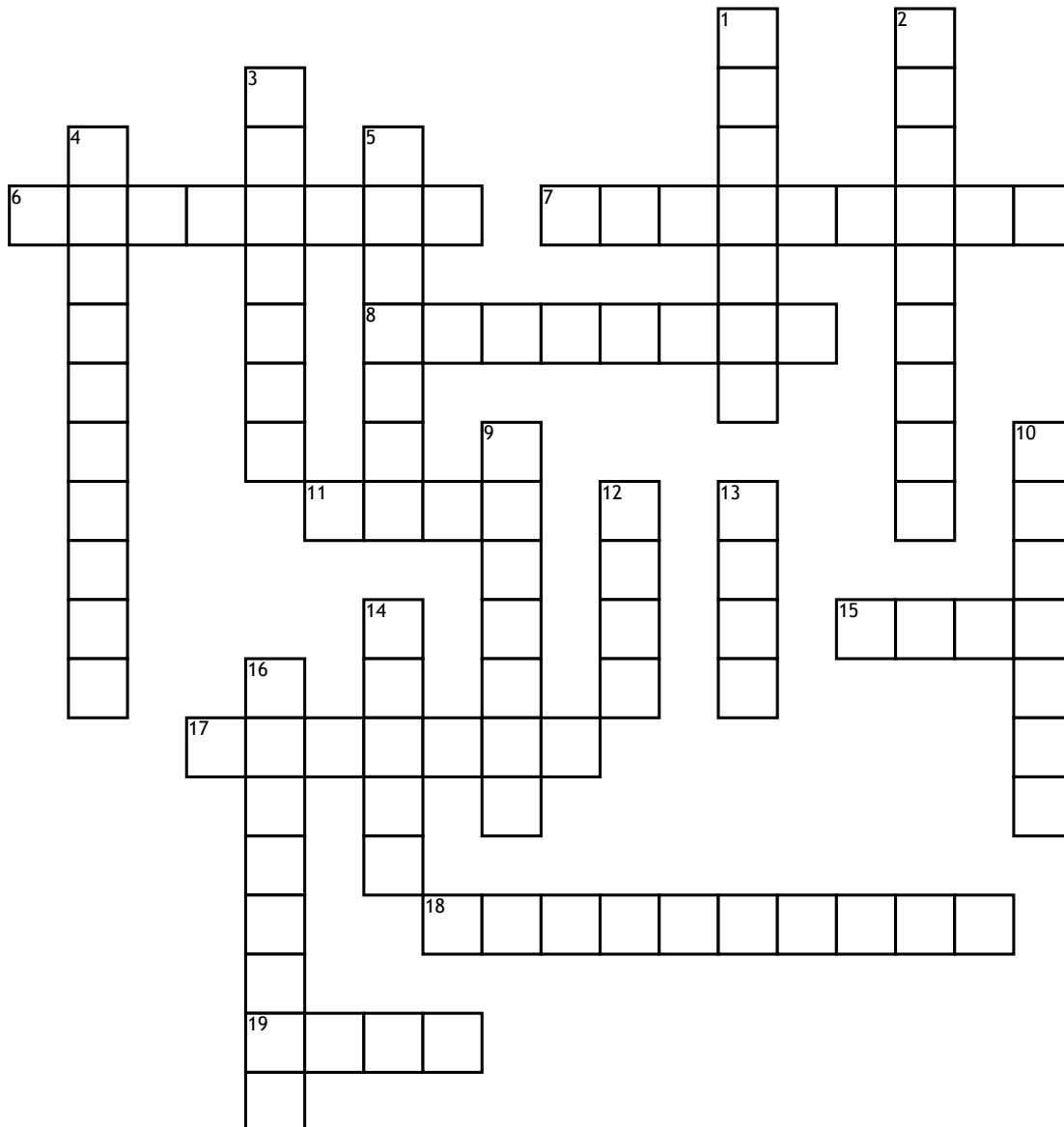


E1 Entrepreneurship Vocabulary



Across

6. interest rate the proportion of a loan that is charged as extra to the
7. product the goods, services, or ideas a business will offer its
8. competition rivalry between companies selling similar products and
11. channel of distribution path a product takes from producer to the final
15. Corporation the most common form-protects the entrepreneur from being personally
17. Behavior dividing a market on the basis of consumer response to a

18. limited liability a form of business ownership that provides limited liability and tax

19. Chapter 11 section of bankruptcy

Down

1. copyright protects the expression of an idea, but not the idea itself-must be
2. patent a government license that gives the holder exclusive rights to an
3. brand the name, symbol, or design used to identify a
4. demographic physical and social characteristics of the

5. contract a legal agreement negotiated between 2

9. promotion refers to communication that informs, persuades, or reminds customers about a

10. advertising A paid form of communication sent out by a business about a

12. capital financial assets like

13. geographic division on the market on the basis of where people

14. liquidate to reduce to

16. business law a body of law that governs a business and