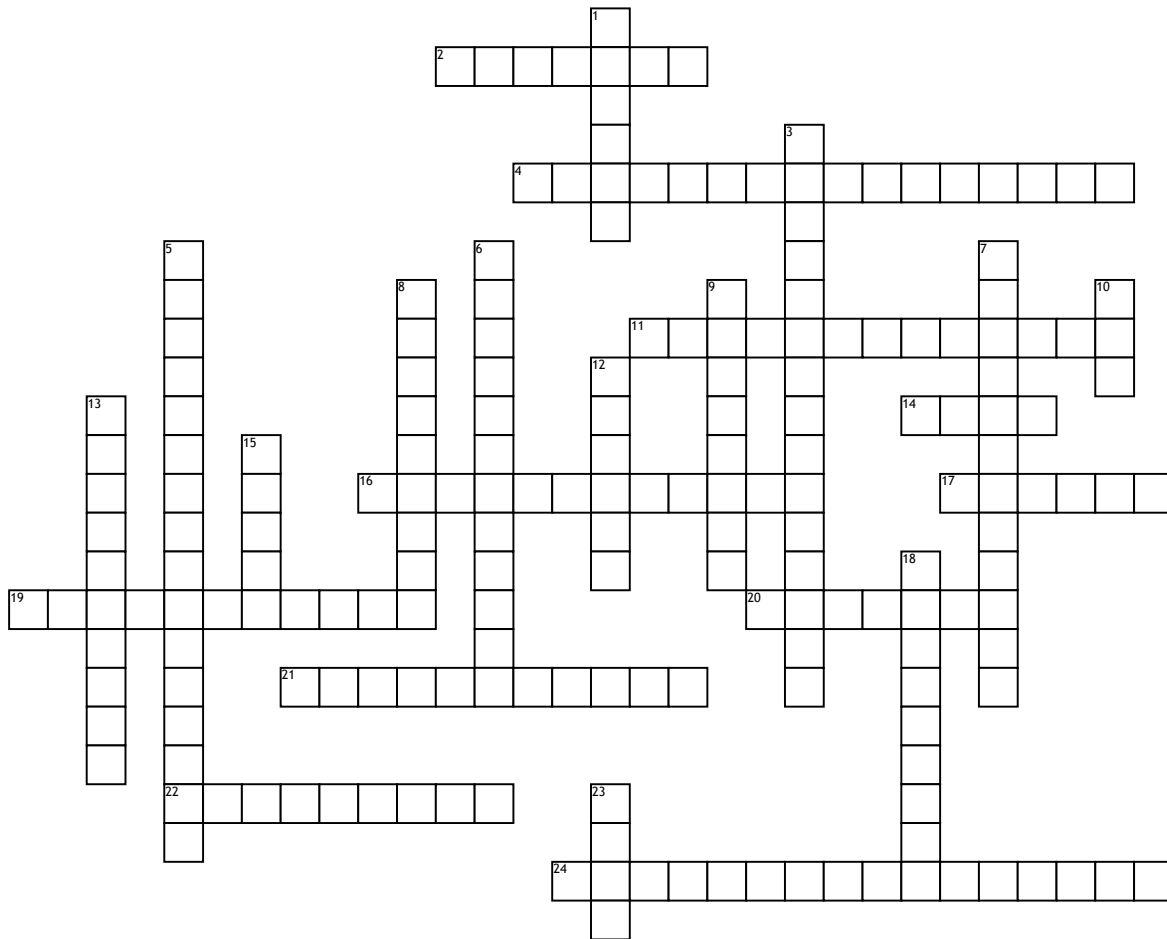


Name: _____

Key Terms



Across

2. A business startup or undertaking.
4. The phenomenon that occurs when the creation of new jobs leads to creation of further new jobs because of an increase in the overall demand for goods and services.
11. The expansion of businesses and markets based on worldwide interdependence.
14. Something that is essential to life.
16. Data about groups of people.
17. The amount by which revenues are greater than costs.
19. A way of representing one companies sales as part of the total volume of sales made by that company and its competitors, expressed as a percent.
20. The performance of an action that is useful to others.
21. A specific segment of the market.

22. An organization that fosters and nurtures new ventures.
24. The quality of being an entrepreneur; the act of identifying opportunities and mobilizing resources to bring about change in order to operate a venture.
Down
1. The amount of a good or service that is available for distribution or consumption.
3. A business that is conducted electronically over the internet rather than a conventional or physical way.
5. Entrepreneurship that occurs within an exisiting organization
6. Ventures taht are created for social or community service purposes, not to make profits.
7. A person who takes risks, and organizes resources in order to satisfy needs.
8. Business that is principally conducted electronically, especially over the internet.

9. To reduce operating costs in an organization by reducing the number of employees.
10. The total value of all the goods and services produced by a country in one year.
12. The amount of a good or service that customers are willing to purchase.
13. The ability to interact with people and develop business relationships with them.
15. A product produced or distributed for sale to consumers.
18. To reduce the number of employees in an organization to a certain number in order to meet current organizational or economic goals.
23. A human desire that goes beyond basic needs and is not essential for survival.