

Glossary of Key Terms – Chapter 1

1. **Brand:**
2. **Branding:**
3. **Business:**
4. **Capital:**
5. **Capitalism:**
6. **Competition:**
7. **Competitive differentiation:**
8. **Consumer orientation:**
9. **Creativity:**
10. **Critical thinking:**
11. **Crowdsourcing:**
12. **Diversity:**
13. **Entrepreneur:**
14. **Entrepreneurship:**
15. **Factors of production:**
16. **Human resources:**
17. **Natural resources:**
18. **Nearshoring:**
19. **Not-for-profit organizations:**
20. **Offshoring:**
21. **Outsourcing:**
22. **Private enterprise system:**
23. **Private property:**
24. **Profits:**
25. **Relationship era:**
26. **Relationship management:**
27. **Social era:**
28. **Strategic alliance:**
29. **Transaction management:**
30. **Vision:**