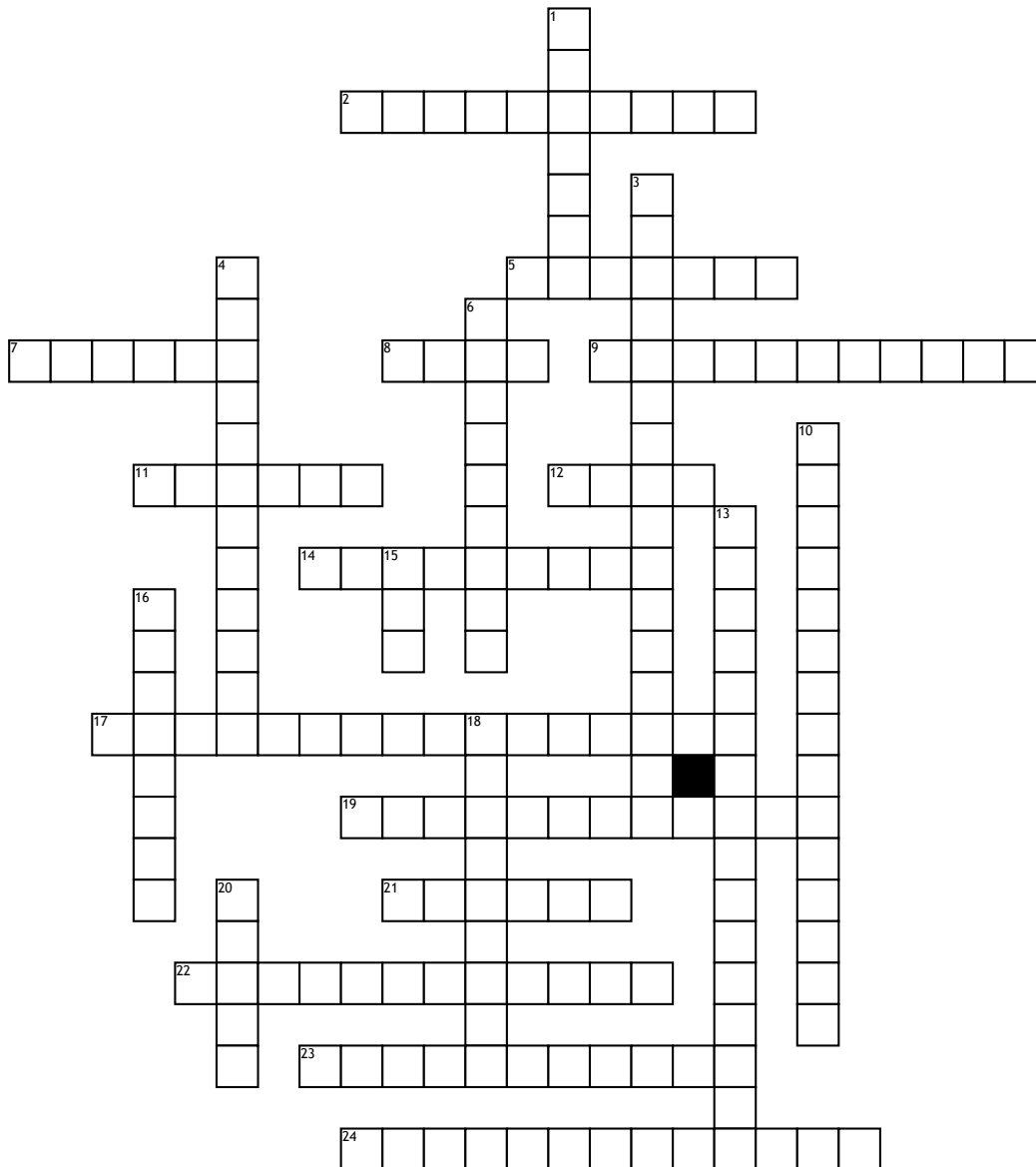


# Key Terms



## Across

2. The ability to interact with people and develop business relationships with them.  
 5. A business startup or undertaking.  
 7. The amount by which revenues are greater than costs.  
 8. A human desire that goes beyond human needs and is not essential for survival.  
 9. A specific segment of the market.  
 11. The amount of a good or service that is available for distribution.  
 12. Something that is essential to life.  
 14. To reduce the number of employees in an organization to a certain number in order to meet current organizational or economic needs.  
 17. The quality of being an entrepreneur the act of identifying opportunities and mobilizing resources to bring about change in order to operate a venture.

19. Data about groups of people.

21. The amount of a good or service that customers are willing to purchase.  
 22. Ventures that are created for social or community service purposes, not to make profit.  
 23. A way of representing one company's sales as part of the total volume of sales made by that company and its competitors expressed as a percent.  
 24. The expansion of businesses and markets based on worldwide interdependence.

## Down

1. The performance of an action that is useful to others.  
 3. Entrepreneurship that occurs within an existing organization.  
 4. A person who takes risks and organizes resources in order to satisfy needs.

6. An organization that fosters and nurtures new ventures.

10. A business that is conducted electronically over the internet, rather than in a conventional or physical way.  
 13. The phenomenon that occurs when the creation of new jobs leads to the creation of further new jobs because of an increase in the overall demand for goods and services.  
 15. The total value of all the goods and services produced in a country in one year.  
 16. To reduce operating costs in an organization by reducing the number of employees.  
 18. A business that is principally conducted electronically, especially over the internet.  
 20. A product produces or distributed for sale to consumers.