

THE LANGUAGE OF BUSINESS

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The bottom line is that business has a jargon all its own. How many of these business words and phrases can you make it your business to define? If you get more than half of them right, expect a personal discount the next time you deal with us.

1. monitoring function
2. junket
3. push money
4. downsize
5. mobicentrism
6. conglomerate
7. satisfice
8. distribution service
9. red goods
10. peg
11. focus group
12. prioritize
13. theatre retailing
14. direct mail
15. 110 percent
16. representative
17. outlet
18. demo
19. market share
20. glass ceiling
21. fast track
22. break even
23. shop
24. broad span of control
25. net net lease

Answers can be found in Answers and Solutions at the end of the next issue.