Chapter 4 Clues

Across

1. A set of rules for guiding the action of employees or members of an organization.
2. Saving scarce natural resource.
6. Business dealings involving companies that do business in only one state.
8. An agreement to exchange goods or services for something of value, usually money.
10. A protection of the creative work of authors, composers, and artists. Protection lasts for the life of the person receiving the copyright and extends for 50 years after the person's death.
12. Taxes leveled on the income of individuals.
13. A strategy that treats each country market differently. Firms develop products and marketing strategies that adapt to the customs, tastes, and buying habits of a distinct national market.
14. When a business has control of the market for a product or service.
15. Principles of morality or rules of conduct.
16. A major source of revenue for local governments based on the value of land and buildings.
17. A word, letter, or symbol linked with specific company or product.
18. Occurs when an action by a company or individual results in an unfair benefit.

Down

1. Clauses related to employee well-being while on the job that are often included in labor contracts and company policy manuals.
3. Government income.
4. A natural resource that cannot be replaced when used up.
5. A grant giving the inventor the sole right to make, use, or sell the item for 17 years.
6. Business dealings involving companies in more than one state.
7. Laws that prevent unfair business practices such as false advertising, deceptive pricing, and misleading labeling.
9. A state or local tax on goods and services that is collected by the seller.
11. Occurs when the environment is tainted with the by-products or human actions.