

- Business Structures (1) p61
- Direct Cost, Indirect Cost And Total Cost p62
- Describing Change (1) p64
- Soar, Rocket, Plummet And Plunge p64
- Liquidate And Liquidation p66
- Exercise 4 p67
- Mail Order p68
- Loss Leader p71
- HR = Human Resources p72
- Talk Shop p73
- Due Dilligence p76
- Control (n) p76
- Business Structures (2) p77
- Dividend p78
- Describing Change p79
- Exercise 5 p82
- Solvent, Insolvent And Bankruptcy p84
- Give Someone A Heads-Up p86
- Customer Base p86
- Close A Deal p86
- Writing A Report p87-90
- In The Loop p91
- Follow Best Practice p92
- Mark-Up And Profit Margin p93
- Exercise 6 p97
- Go Bust p98
- Abbreviations (3) p98
- Equity p99
- Going Concern p100
- Bearish And Bullish p100
- Standardize p101
- State-Of-The-Art p101
- Gross Margin (Gross Profit Margin) And Net Margin (Net Profit Margin) p102
- Bring Forward And Put (Or Push) Back p103
- Intellectual Property p103
- Start-Up p105
- Product Life Cycle p106
- Report To p107
- Tangible And Intangible p107
- To Level The Playing Field p108
- Central Bank p108
- Patent Company p109
- Candidate And Shortlist p109
- AGM = Annual General Meeting And EGM = Extraordinary General Meeting p110
- Exercise 7 p111
- Middleman p113
- Business Structures (3) p114
- Corporation p114
- Lease (v + n) p115
- Writing A Business Memorandum (Memo) p116-19
- Core And Core Competency (Core Ability) p120
- Corporation Tax p121
- Show Somebody The Ropes p122
- Master's (Master's Degree) p123
- Goodwill p124
- Flag Up p124
- Stake And Stakeholder p125
- Exercise 8 p126