

Name:

Date:

Class:

Lesson 18.1

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- backward integration

Definition:

- cash on delivery (COD)

Definition:

- contraction phase

Definition:

- diversification

Definition:

- economic business cycle

Definition:

- forward integration

Definition:

- growth phase

Definition:

- horizontal diversification

Definition:

- horizontal integration

Definition:

- inflation

Definition:

- inorganic growth

Definition:

- integrative growth strategy

Definition:

- intensive growth strategy

Definition:

- market development

Definition:

- market penetration

Definition:

- organic growth

Definition:

- peak phase

Definition:

- recession

Definition:

- retained earnings

Definition:

- scaling

Definition:

- synergistic diversification

Definition:

- trough phase

Definition: