

- Because of----, businesses are forced to be competitive:

- **Both internet and E-commerce**

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Milton Friedman's famous maxim, paraphrased: The social responsibility of business is to:

-

Make a profit

-

An income gained from business activities, this term means the gross (before taxes, expenses, etc.):

-

Revenue

-

The point with the largest vertical distance between the total revenue and total costs represents the point at which:

-

Production is optimized and profitability peaks

-

The most difficult part of marketing mix is:

-

Pricing

-

Self-actualization is NOT:

-

Buying a Mercedes

7

The Robinson-Patman Act:

Both a and b

8

The ROI equation does not: