Glossary of 28th November, 2016

Business Vocabulary

Market penetration

Dumping

To gain market share

Brand name

To launch a product

To build Rapport with your audience

Distribution channel

I enclosed a complements/compliments slip with the catalogue.

Franchisor vs. franchisee

Entrepreneur(ship)

Expenditure

Profit vs loss

Great political figures

To be sent to exile

Guerillas

Oppressive regime