

PRINCIPLES OF BUSINESS & FINANCE

1.04 KEY TERMS

customer relations	The process and manner by which a business develops, establishes, and maintains relationships with its clients.
foster	To encourage or promote the development of something.
company image	The public's impression of an organization.
exceed customer expectations	To define areas that customers most value and then deliver results beyond what they anticipated.
focus group	A demographically diverse group of people assembled to participate in a guided discussion about a particular product before it is launched, or to provide ongoing feedback on a political campaign, television series, etc.
slogans	A short and striking or memorable phrase used in advertising.
catchphrases	A well-known statement, especially one that is associated with a particular famous person.
cooperation	The process of working together in order to achieve the same end.
listening attentively	One of the single most important skills you can develop in order to help you build deeper understanding.