

3.05 KEY TERMS

1. **Baby Boomer Generation:** The generation can be segmented into two broadly defined cohorts: the Leading-Edge Baby Boomers are individuals born between 1946 and 1955, those who came of age during the Vietnam War era.
2. **Commute:** Travel some distance between one's home and place of work on a regular basis.
3. **Conference Call:** A telephone call by which a caller can speak with several people at the same time.
4. **Dual Income:** A household in which there are two incomes
5. **Economic Conditions:** The state of the economy in a country or region, change over time in line with the economic and business cycle, as an economy goes through expansion and contraction.
6. **Embargo:** An official ban on trade or other commercial activity with a particular country.
7. **Employment Trends:** Show whether employment in a particular area has risen or declined in the stated years.
8. **Globalization:** A process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology.
9. **Implication:** The conclusion that can be drawn from something, although it is not explicitly stated; the action or state of being involved in something.
10. **Infer:** Deduce or conclude (information) from evidence and reasoning rather than from explicit statements.
11. **Manufacturing:** Make (something) on a large scale using machinery.
12. **Societal Changes:** Social change, refers to any significant alteration over time in behavior patterns and cultural values and norms.
13. **Societal Needs:** To a large degree reflected in industrial needs (for innovation, improved standards, low cost production methods, knowledge about the human body, better access to data and academic knowledge)
14. **Tariff:** A tax or duty to be paid on a particular class of imports or exports.
15. **Telecommuting:** Work from home, making use of the Internet, e-mail, and the telephone.
16. **Trends:** A general direction in which something is developing or changing
17. **Video/Voice Conferencing:** Means to conduct a conference between two or more participants at different sites by using computer networks to transmit audio and video data.
18. **Webinar:** A seminar conducted over the Internet