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a person who risks time and money to start and manage a business.
revenue. the total amount of money a business takes in during a given period by selling goods and services. profit. the amount of money a business earns above and beyond what it spends for salaries and other expenses.

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About the Author. He has served as a faculty member for the Masters Degree Program in Marketing at Thammasat University

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(Bangkok, Thailand). Ferrell received his BA and MBA from Florida State University and his PhD from Louisiana State University. His teaching and research interests include business ethics, corporate citizenship, and marketing.

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Ferrell is widely recognized as a leading teacher and scholar in business. His articles have appeared in the Journal of Marketing Research, Journal of Business Ethics, Journal of Marketing, Journal of Business Research, Journal of Macromarketing, Journal of the Academy of Marketing Science, and others.

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Assess elements of the global economy such as labor, capital, trade, natural resources, etc. and develop an

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Dr. Linda Ferrell is a Distinguished Professor of Leadership and Business Ethics in The Jack C. Massey College of Business at Belmont University. Before joining the College of Business, she was a Professor of Marketing and Creative Enterprise Scholar with the University of New Mexico's Anderson School of Management.

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