

## LIST OF TERMS

agribusiness	farming for profit
asset	a saleable valuable; in accounting, a valuable possession that will not be used up within a year
business person	an investor (the one risking his wealth), manager, or employee in a business concern
business	the activity of selling to voluntary buyers for a profit, or an enterprise that survives by doing this activity
capital	resources available to fund a business; also, a business's assets
civil conditions	the conditions and rules governing conduct in society
credit	purchasing power that has been provided in exchange for a promise of repayment
demand	desire coupled with purchasing power
direct costs	the cost of producing what is to be sold, generally involving the payments for labor and materials
disposable wealth	wealth available for present exchange
East, West	Asia east or west of the Hellenistic or Roman border, as the case may be

east, west	the eastern or western part of the Roman Empire; the eastern part spoke Greek; the western, Latin; the dividing line ran down the Adriatic Sea and across the Mediterranean
Fertile Crescent	a swath of fertile land from Mesopotamia through the Levant to Egypt
finance	a discipline that gives economic value to possessions, protects and increases that value, and generates purchasing power from it
imperialism	the conquest and rule of new territories for the sake of profit
investment banker	an intermediary who brings together investors and business opportunities
investment <i>latifundia</i>	the use of present resources to create future benefits an extensive farm estate, usually including several farms, operated for profit
Levant	the lands along the Mediterranean coast from Egypt to Turkey
market	a trading place where prices depend on supply and demand
marketing	the presentation of what is to be sold, including design, advertising, selling, distribution, and customer support
monetized market	a market using coins
prehistoric societies	societies without writing
purchasing power	a form of wealth that serves as payment; most often, money or credit
role of business	the importance, prosperity, and function of business in a society
trade	the business of acquiring goods and reselling them at another place or time
trader	one who risks his capital in trade
transaction costs	costs of doing transactions, including the acquisition of information, use of agents, and the shirking or opportunism of people who affect the transaction
valuable	a desirable possession
wealth	a sum of desirable possessions

THE ORIGINS OF  
BUSINESS, MONEY,  
AND MARKETS

