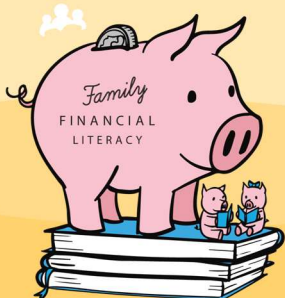
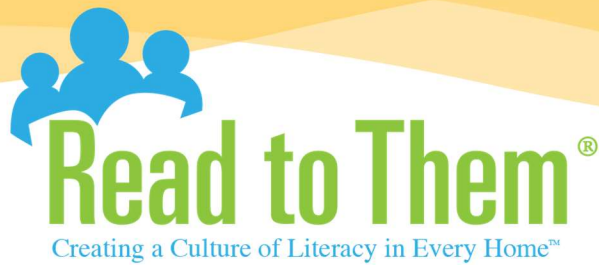


**Financial Literacy: Glossary of Financial Terms**  
***Dog Days (2013)***  
**By Karen English**

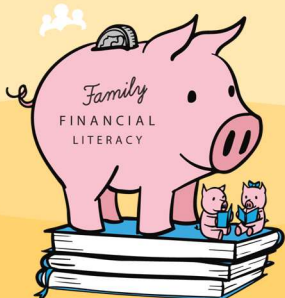
1. Advertising – Posters, signs, television commercials, radio spots, and other media that businesses use to promote products or services
2. Budget – A plan that outlines what money you expect to earn or receive (your income) and how you will save it or spend it (your expenses) for a given period of time; also called a spending plan
3. Business – The activity of making, buying, or selling goods or providing services in exchange for money
4. Career – A profession that may span your lifetime and includes your education, training, professional memberships, volunteering, and full history of paid work
5. Cash – Paper or coin money
6. Commercial – A television or radio advertisement
7. Commission – The amount of money someone earns for selling something
8. Comparison shopping – The practice of comparing prices, features, benefits, risks, and other characteristics of two or more similar products or services
9. Consumer – A person who buys or receives goods or services for personal needs or use
10. Cost – The amount of money that is needed to pay for or buy something
11. Debt – Money you owe another person or a business
12. Earn – To receive money in exchange for goods or services
13. Entrepreneur – Someone who organizes, manages, and assumes the risks of a business
14. Goods – Objects people want that they can touch or hold, such as toys, clothes, and food



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15. Income – Money earned or received such as wages or salaries, tips, commissions
16. Interest – A fee charged by a lender, and paid by a borrower, for the use of money
17. Job – A specific arrangement where you do task, work, and projects for an employer
18. Merchandise – Goods to be bought and sold
19. Money – What is used to buy goods or services
20. Needs – Basic things people must have to survive, resources they need to do their jobs, and resources to help build and protect their assets so they can meet future needs.
21. Profit – The amount of money that a business makes, after all the costs and expenses have been paid
22. Propaganda – Information, often self-serving, used to promote or publicize a good or service
23. Salary – Compensation received by an employee for services performed. A salary is a fixed sum paid for a specific period of time worked, such as weekly or monthly
24. Save – Setting something, like money, aside to use in the future
25. Savings – Money you have set aside in a secure place, such as in a bank account, that you can use for future use, e.g. to make specific purchases
26. Services – Actions that a person does for someone else, such as cutting hair, giving a medical checkup, or fixing a car
27. Shoplifting – Stealing from a business
28. Slogan – A short and memorable phrase used in advertising
29. Wage – Compensation received by employees for services performed. Usually, wages are computed by multiplying an hourly pay rate by the number of hours worked



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