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1. <b>clique</b>	a small, exclusive group of people
2. <b>contemporary</b>	modern, at the present time
3. <b>cultural diversity</b>	the existence of a variety of cultural groups within a society
4. <b>design by customers</b>	an approach whereby companies communicate what the business can offer and then assist customers in making their choices
5. <b>egalitarianism</b>	the philosophy that all people are equal
6. <b>globalisation</b>	an international setting, not just a single country
7. <b>market share</b>	a strategic management and marketing strategy to maximise the portion of a market controlled by a particular company or product
8. <b>materialism</b>	a tendency to consider material possessions and physical comfort as more important than other values
9. <b>multiculturalism</b>	when many different racial and ethnic groups mix into one nation
10. <b>multinational</b>	a large corporation with operations in several countries
11. <b>patriotism</b>	love of and devotion to your country
12. <b>pluralistic</b>	a theory that there is more than one basic principle
13. <b>product life cycle</b>	the sequences of stages a new product goes through from introduction to growth, maturity and decline
14. <b>quintessential</b>	the pure and concentrated essence of a substance or idea
15. <b>quota</b>	a limited quantity of a particular product which under official controls can be produced, exported, or imported
16. <b>rapid prototyping</b>	the automatic construction of physical objects using 3D printing or "additive layer manufacturing" technology
17. <b>social class</b>	a way of categorising people by looking at their occupations, income levels or some other marker of status
18. <b>subculture</b>	a cultural group within a larger culture, often having beliefs or interests at variance with those of the larger culture
19. <b>tariff</b>	a tax or duty to be paid on a particular class of imports or exports
20. <b>trend</b>	a general direction in which something is developing or changing; a fashion

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