



Introduction to Business Chapter 3 Economic Activity in a Changing World

(a) recovery, (b) deflation, (c) budget surplus (d) recession, (e) inflation, (f) national debt, (g) prosperity
(h) gross domestic product (GDP), (i) standard of living, (j) budget deficit (k) business cycle, (l) depression

- _____ 1. The amount of goods and services the average citizen can buy?
- _____ 2. Repeated rise and fall of economic activity over time?
- _____ 3. A general rise in the prices of goods and services?
- _____ 4. Period of severe economic decline?
- _____ 5. The monetary value of all the goods and services produced in a country in a given year?
- _____ 6. A general decrease in the costs of goods and services?
- _____ 7. When the government spends more than it collects in taxes?
- _____ 8. A time when economic activity slows down?
- _____ 9. The total amount of money a government owes?
- _____ 10. The peak of economic activity?
- _____ 11. A rise in business activity after a recession or depression?
- _____ 12. A situation when a government's revenue exceeds its expenditures during one year?

Review What you Learned

13. What do economic indicators measure?
14. What is one very important measure of a country's economic health?
15. Name three reasons people become unemployed?
16. What do changes in the unemployment rate indicate?
17. Describe hyperinflation?
18. What is the main source of income for the U.S. government?
19. What are the four phases of the business cycle?

20. What is the difference between a recession and a depression?
21. Describe the Industrial Revolution?
22. What was the impact of mass production of cars on other industries?



As of this writing, Go Daddy is a very successful company. We're far and away the leader in the domain name registration market. It's ironic that it is, because when I started Go Daddy, I didn't do it to make money. I started Go Daddy to have something to do. Throughout the process of building the company — as I have always been the only investor — I came creepy close to going broke. But that's another story. Since 1997 when I started Go Daddy, there was only one principle that I used to build the company. It's a simple one. Do the right thing for the customers and provide them with as good a deal as possible. No smoke and mirrors — ever. The whole idea back then, and it continues today, is to make a little money from a lot of people. This differs from many companies who have just the opposite philosophy.

Not long ago, an applicant asked if Go Daddy is an exit strategy for me, or, whether it is a lifestyle. It's certainly not an exit strategy. I'm asked almost on a weekly basis if I want to sell the company. The prices I am offered are incredibly generous. I never really consider any of them. For me, the answer to that applicant's question, is that Go Daddy is a lifestyle. It's what I do, and in many ways it's my hobby.

Good News and Bad News.

First the bad news: We learned Friday that ABC has rejected our 10th submission for a commercial during this year's Super Bowl.

The NFL may now want to sign off on our commercial.

And more bad news: We also received an indication Friday that the NFL will review any commercial Go Daddy submits that ABC approves. To the best of my knowledge the NFL has never participated in the commercial approval process. So this could be another FIRST for Go Daddy.

I think we just might work this out.

Now the good news: We sincerely believe that ABC really does want to find middle ground, with Go Daddy, that would result in a commercial that is acceptable to ABC, the NFL and Go Daddy. After looking at the comments the ABC Standards & Practices Group made regarding our last submission, it is my sincere hope that we will be able to produce an acceptable commercial.