

# Business and Economy Theory

Six new cards to practice your English.

<p><b>Environmentalism</b> <b>Definition</b></p> <p><b>Environmentalism-Ambientalismo</b> Environmentalism is both a philosophy and a social movement that is about protecting nature. Environmentalists do things that are better for the Earth, such as recycling, using natural products and supporting businesses that are environmentally friendly.</p>	<p><b>Green</b> <b>Analogy</b></p> <p><b>Green- Verde</b> An analogy is a similarity between features of two things, on which a comparison may be based. Because green is seen as the color of nature, it is often used with environment friendly activities. Green behavior is the way people act in order to do things that are better for the planet.</p>
<p><b>Hit the nail on the head</b> <b>Idiom</b></p> <p><b>Hit the nail on the head</b> is an idiom that means to do exactly the right thing; to do something in the most effective and efficient way. The Spanish equivalent is 'Dar en el clavo'</p>	<p><b>Commuter</b> <b>Definition</b></p> <p><b>A commuter</b> is someone who travels regularly from home in a suburb to work in a city.</p>
<p><b>Viral Marketing</b> <b>Definition</b></p> <p><b>Viral Marketing</b> is a phenomenon that facilitates and encourages people to pass along a marketing message. It depends on high pass-along rate from person to person.</p>	<p><b>Right holders</b> <b>Definition</b></p> <p><b>A right holder</b>-una persona que tiene los derechos de algo.  A right holder is a person who has possession or control of something. In this case Sony is the right holder to the song mentioned in the article.</p>