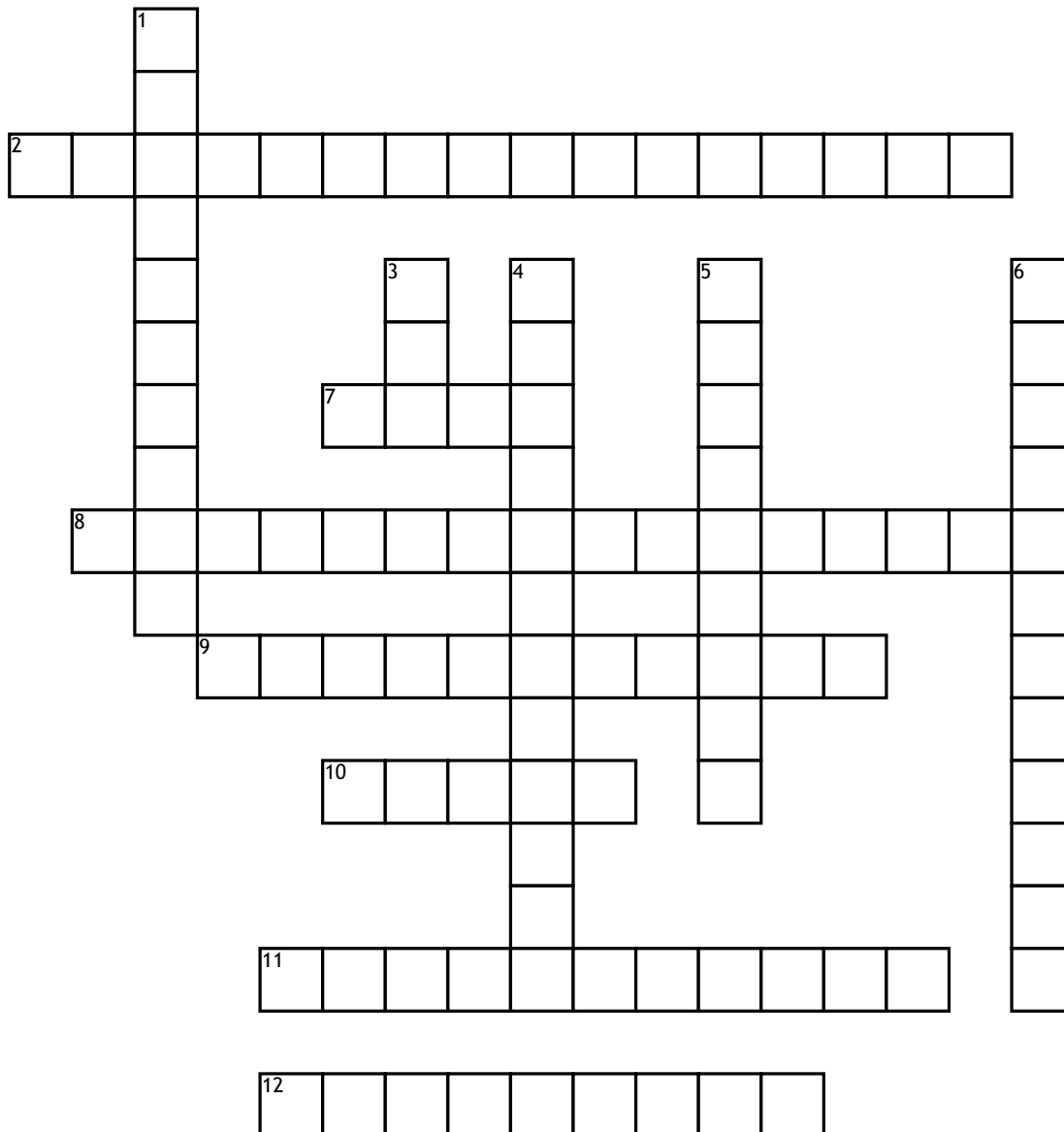


Business Communications



Across

2. A persuasion tactic focused on building brand awareness

7. unsolicited email sales messages

8. Describing a situation in which the reader is enjoying benefits of a product or service is called _____

9. rewards such as improved emotions, quality of life benefits, increased freedom, etc

10. Appeals that focus on projecting the appealing traits of the writer are _____ based.

11. The value of a company's name recognition and image is called

12. persuasive form of writing that resembles a report

Down

1. The US law that requires companies to provide an option to opt out of further messages is called

3. the primary means by which organizations solicit proposals

4. type of persuasion technique in which you present a problem that you and the reader share

5. measurable rewards

6. age, gender, geographic location, income, etc.