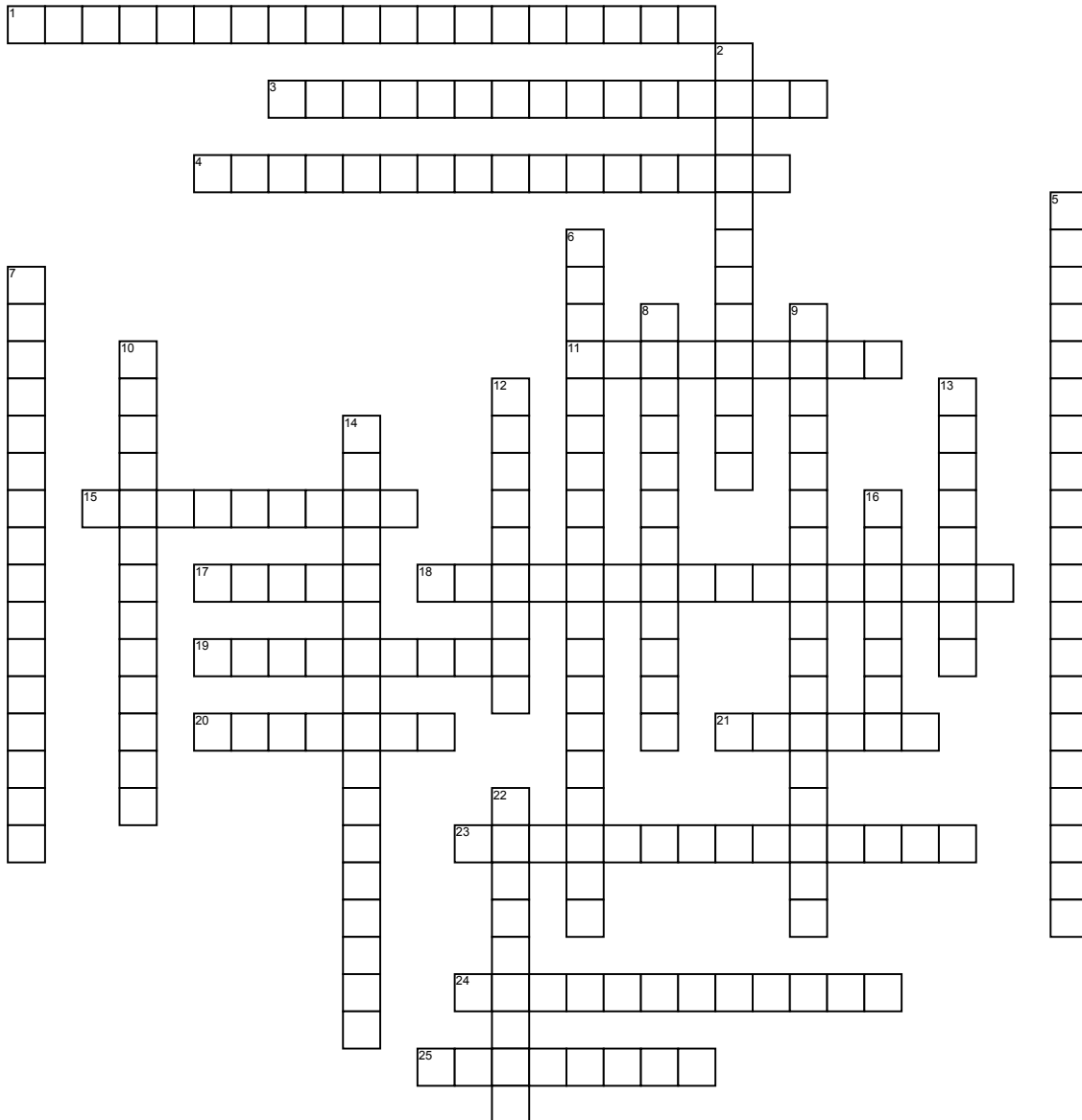


Name: _____

Chapter 11-13



Across

1. An approach whereby a firm tries to appeal to everyone and assumes that all buyers have someone needs.
3. Direct, two-way communication with buyers and potential buyers.
4. A basic assessment of a product's compatibility in the marketplace and its potential possibility.
11. A brand that is registered with U.S. Patent and Trademark office and is thus legally protected from use of any other firm.
15. Intermediaries who buy products from manufacturers (Or other intermediaries) sell them to customers from home and household use rather than for resale or for use in producing other products.
17. A customer's subjective assessment of benefit relative to costs in determining the worth of a product.
18. The physical handling and movement of products and warehousing and transportation.
19. A persuasive form of communication that attempts to expedite a marketing a marketing exchange by influencing individuals, groups, and organizations to accept goods, services, and ideas.

20. The degree to which a good, service, or idea meets the demands and requirements of customers.
 21. people who have a need purchasing power, and the desire and authority to spend money on goods, services, and ideas.
 23. Marketing tool that uses a networking effort to spread a message and create brand awareness. The purpose of this marketing technique is to share the message with friends, family, co-workers, and peers.
 24. An attempt to motivate intermediaries to push the product down to their customers.
 25. Knowledge and positive or negative feeling about something.
- Down**
2. Electronic media that function using digital codes via computers, cellular phones, smart phones, and other digital devices that have been released in recent years.
 5. A market segmentation approach whereby the marketer aims that its efforts at two or more segments, developing of marketing strategy for each.
 6. A number of extreme forces directly or indirectly influence the development of marketing strategies. Which one is not an influence.

7. An organization should try to satisfy customers needs through coordinated activities that also allow it to achieve its own goals.
8. A specific group of consumers on whose need and want a company focuses its marketing efforts.
9. A plan of action for developing pricing, distributing, and promoting products that meet the needs of specific customers.
10. charging the highest possible price that buyers who want product will pay.
12. A group of activities designed to expedite transactions by creating, distribution, pricing, and promoting goods, services, and ideas.
13. Act of giving up one thing (money, credit, labor, goods) in return for something else (goods, services, or ideas)
14. An approach requiring organizations to gather information about customers needs comment share that information throughout the firm, and use that information to help build long-term relationships with customers.
16. The integrate accepted pattern of human behavior Kama including thoughts, speak, delete, actions, and artifacts.
22. Temporary price reductions employed to boost sales.