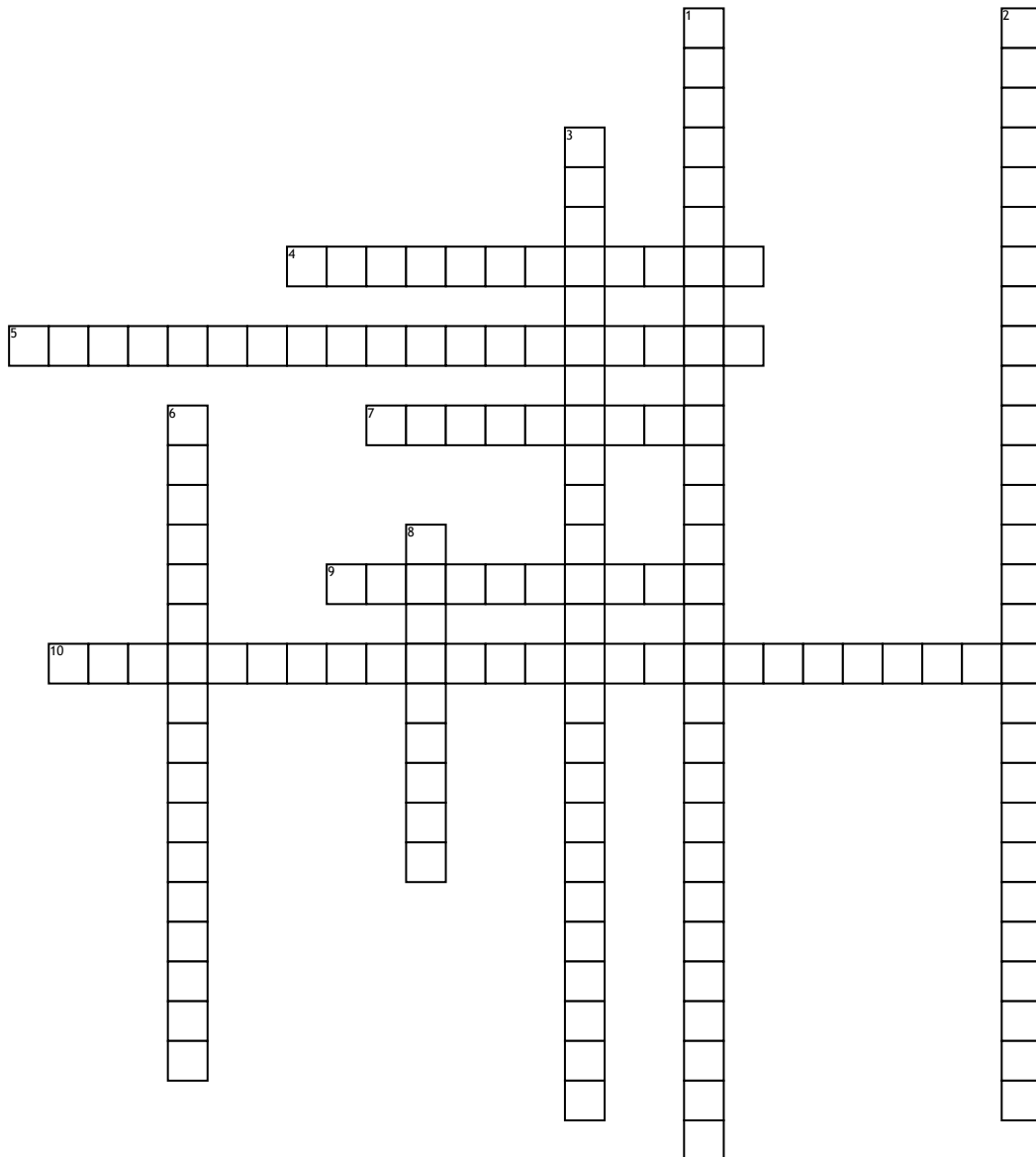


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Chapter 12 & 13



## Across

4. Refers to the knowledge and skills of a firm's entire workforce
5. the ability to anticipate, envision, maintain flexibility, and empower others to create strategic change as necessary.
7. the adoption of a similar innovation by different firms.
9. the process of creating a commercial product from an invention.
10. taking entrepreneurial actions using a strategic perspective.

## Down

1. process in which firms creatively discover and exploit opportunities that are outside their domestic markets in order to develop a competitive advantage.
2. conditions in which new goods or services can satisfy a need in the market.
3. the use or application of entrepreneurship within an established firm.
6. Composed of the key individuals who are responsible for selecting and implementing the firm's strategies.
8. the act of creating or developing a new product or process