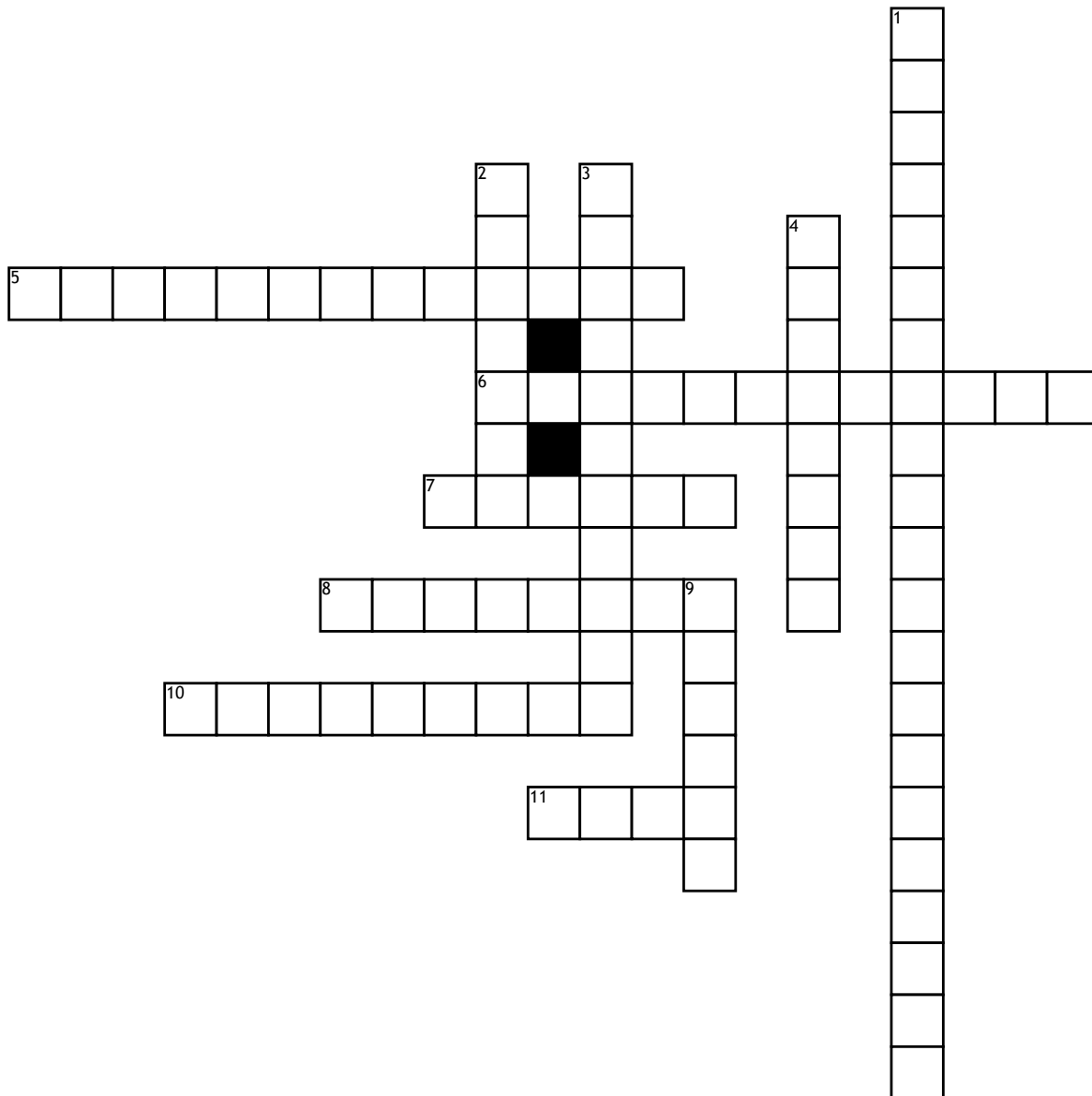


# Chapter 14



## Across

5. common method of the first pricing strategy (2 wrds.)
6. first stage of product life
7. second pricing strategy
8. method used in new product introduction
10. third pricing strategy
11. first pricing strategy

## Down

1. first basic type of competition oriented pricing
2. last stage of product life
3. method used in new product introduction
4. third stage of product life
9. second stage of product life