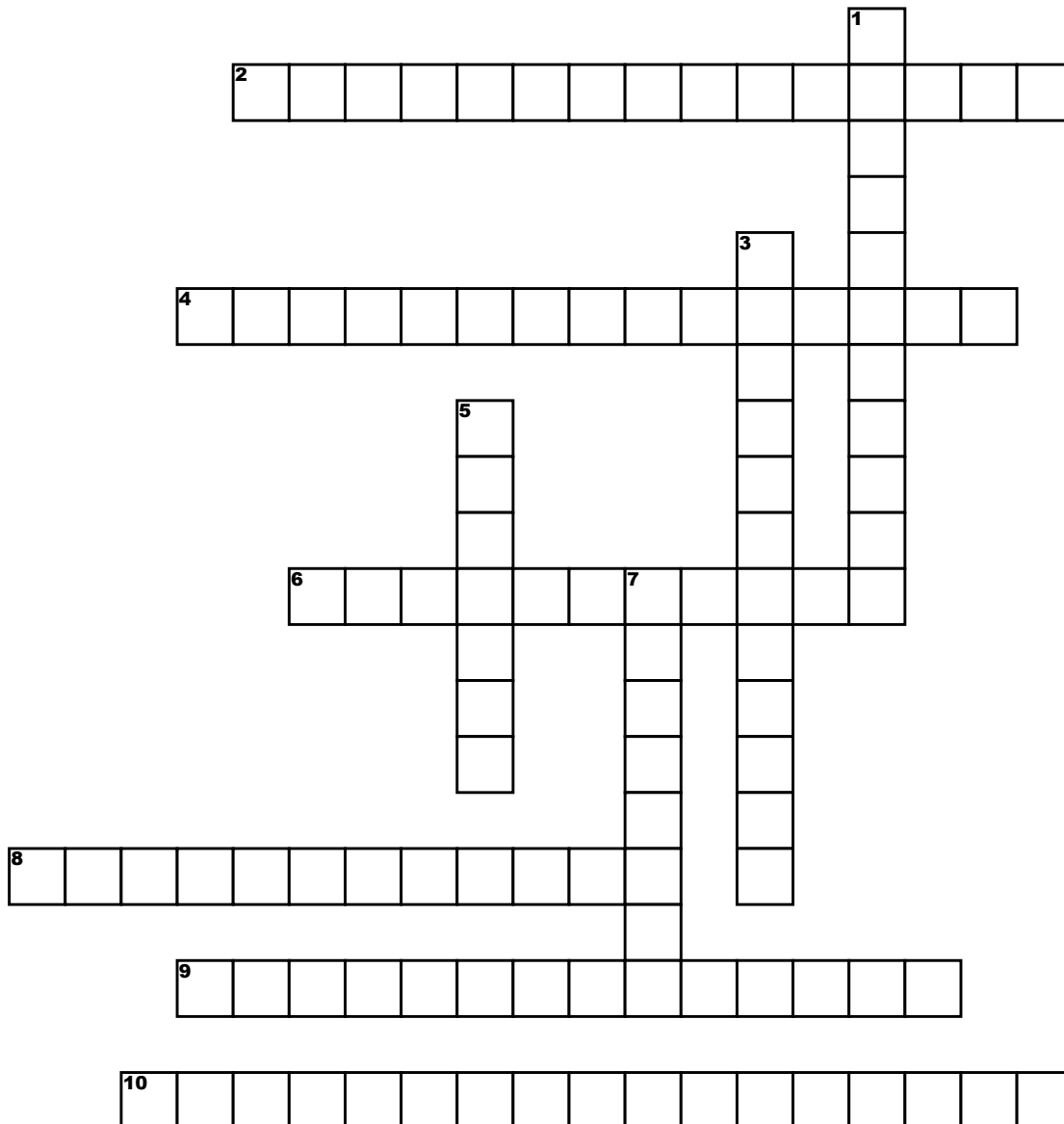


Name: \_\_\_\_\_

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

# Marketer's Paradise Crosswords



## **Across**

**2.** focusing only on existing wants and losing sight of underlying customer needs

**4.** Is a growth strategy through starting up businesses outside the company's current products and markets

**6.** Marketing to reduce the demand temporarily or permanently

**8.** Dividing markets into segments of customers

**9.** The total combined customer life time values of all of the company's customers

**10.** The collection of businesses and products that make up the company

## **Down**

**1.** Is the arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of the target consumer

**3.** set of tools a firm uses to implement its marketing strategy

**5.** Wants backed by buying power

**7.** Act of obtaining a desired object from someone by offering something in return