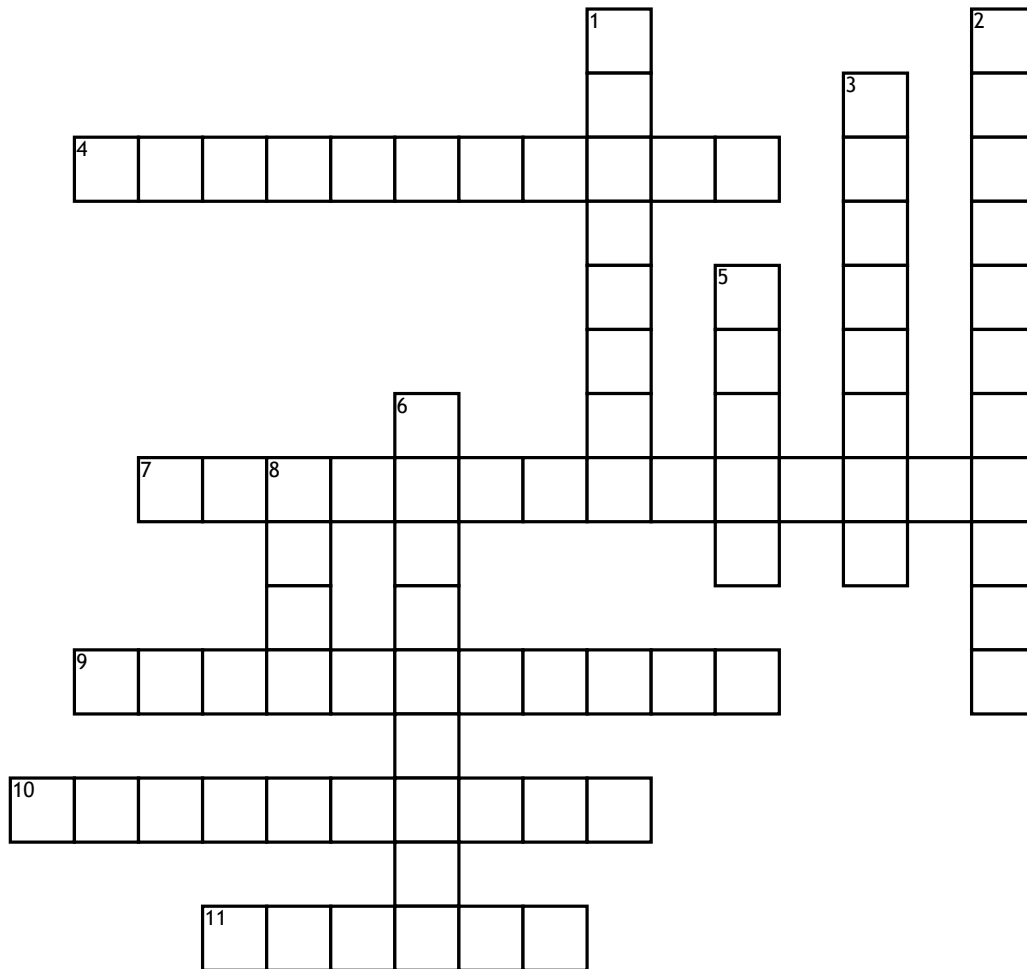


# chapter 6



## Across

4. consumers know of the brand but the brand has little influence on their purchases  
 7. consumers are unable to identify brands  
 9. features added to the basic product to satisfy additional needs and wants with a single purchases  
 10. Are items offered in addition to the product  
 11. incentives received in addition to a base salary

## Down

1. introduces new product at a very high product

2. a strategy used by a company to differentiate it's product services from it's competitors' products and services  
 3. are high prospect athletes who have exceptional athletic ability  
 5. one that meets the needs of a target market  
 6. consumers value a brand to the extent that they reject other brands even when the preferred  
 8. a voluntary organization through which the nations colleges and universities govern their athletic programs

## Word Bank

NCAA	recognition	rejection	extensions
enhancement	nonrecognition	fringe	basic
positioning	blue chip	skimming	