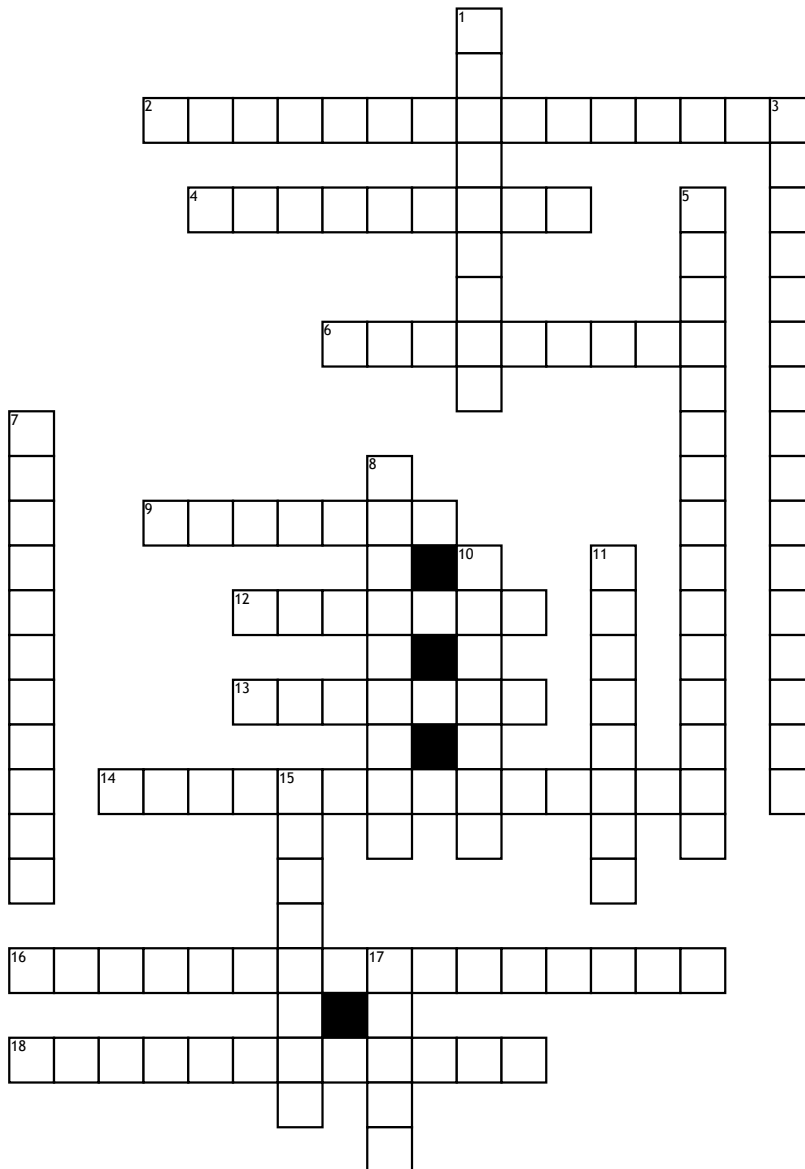


Name: \_\_\_\_\_

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

# marketing



## Across

2. Tangible items that are consumed within a short time  
 4. The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large  
 6. The people who buy goods and services  
 9. A fact about or characteristic of the product  
 12. Marketing element referring to what goods, services, or ideas a business will offer its customers  
 13. A marketing function that involves determining and adjusting prices to maximize return and meet customers' perceptions of value

14. Promotional activities other than advertising, personal selling, and publicity that stimulate customer purchases

16. A philosophy of conducting business that is based on the belief that all business activities should be aimed toward satisfying customer wants and needs while achieving company goals

18. Tangible items that should last a long time

## Down

1. Any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual that benefits from or is harmed by it  
 3. The general conditions in which people live; quality of life

5. The form of promotion that determines client needs and wants and responds through planned, personalized communication that influences purchase decisions and enhances future business opportunities

7. Any paid form of nonpersonal presentation of ideas, goods, or services

8. The people who make or provide goods and services

10. The system in which people make and spend their incomes

11. The management function of deciding what will be done and how it will be accomplished

15. Intangible activities that are performed by other people for money; productive acts that satisfy economic wants

17. Tangible objects and materials