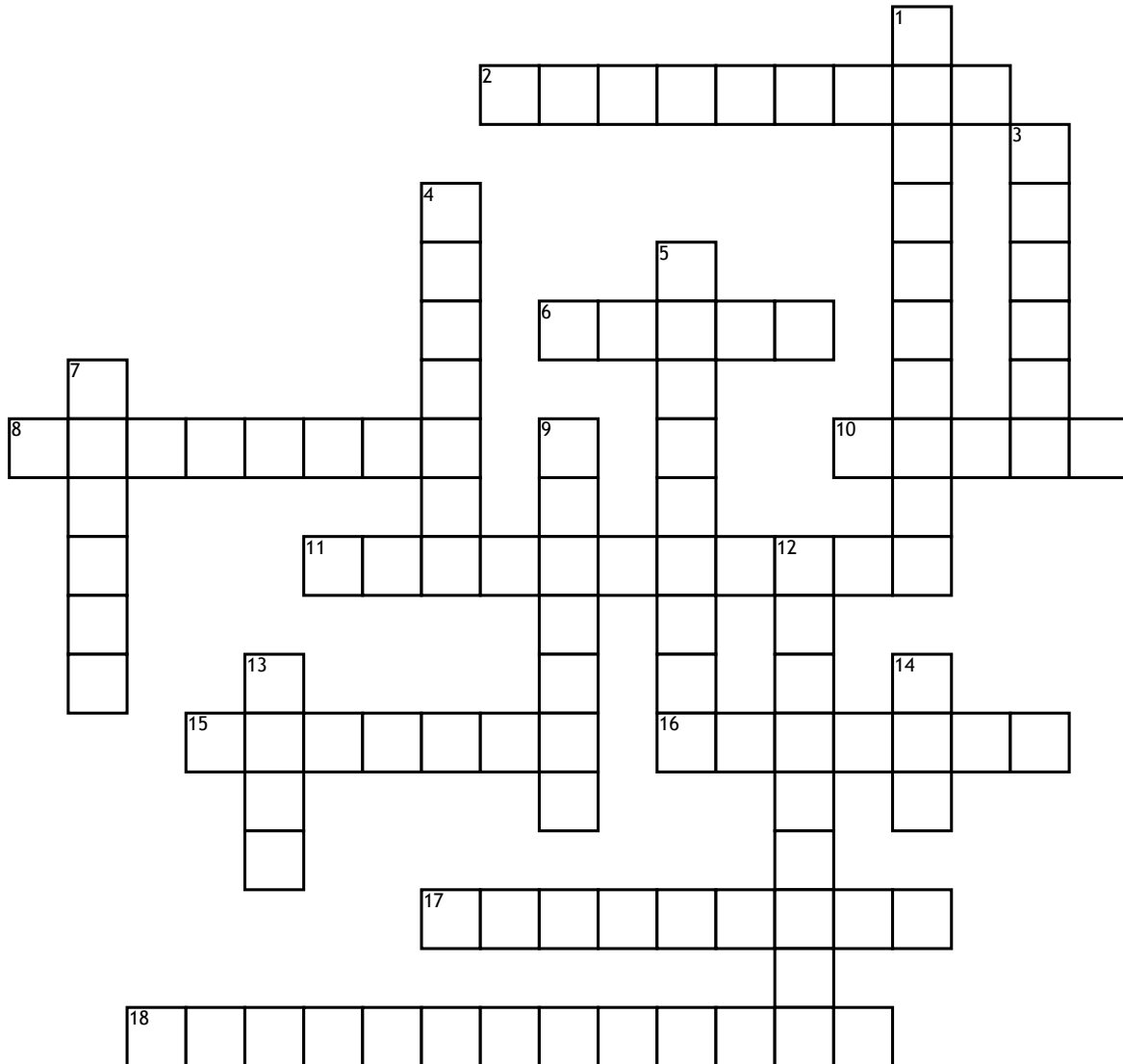


Name: _____

Dynamic, Shop Like A Man



Across

2. A good general rule: Take any category where women now predominate and figure out how to make it _____ to men without alienating women.

6. No wonder that retailers commonly call men wallet carriers, or that the conventional wisdom is sell to the woman, _____ to the man.

8. Women, on the other hand, try things on only as part of the consideration process, and garments that fit just fine may still be _____ on other grounds.

10. The car dealership remains one of the most _____ destinations for women shoppers.

11. When people go shopping in twos or threes, with spouses or children or friends along for the trip, seating is what keeps the non-shopping party _____ and contented and cared for and off the shopper's back.

15. The manufacturers and retailers and display designers who pay attention to male ways, and are willing to adapt the shopping experience to them, will have an edge in the coming _____.

16. It involves what is perhaps the major issue in the design and furnishing of public spaces: _____.

17. Underwear if you are eighteen is a fashion _____, not unlike hair colour.

18. Product designers, manufacturers, packagers, architects, _____ and retailers make all the big decisions about what people will buy and where and how they will buy it.

Down

1. All aspects of business are going to have to _____ how men's and women's social roles are changing, and the future is going to belong to whoever gets there first.

3. As a result, the entire shopping experience—from packaging design to advertising to merchandising to store design and fixturing—is geared toward the _____ shopper.

4. The stores symbolized how free-market democracy comes down to simple _____ of choice—lots and lots of choices.

5. There's an ongoing struggle afoot between the makers of _____ and the users

7. The retail world generally creates less _____ for most gay women than it does for gay men.

9. You'll see a man move impatiently through a store to the section he wants, pick something up, and then, almost abruptly, he's ready to buy, having taken little apparent joy in the _____ of finding.

12. As women's roles change, so does their shopping _____—they're becoming a lot more like men in that regard—but they're still the primary buyers in the American marketplace.

13. The gay market is real—and the people who pay attention to it will _____ the rewards.

14. When a man takes clothing into a dressing room, the only thing that stops him from buying it is if it doesn't _____.