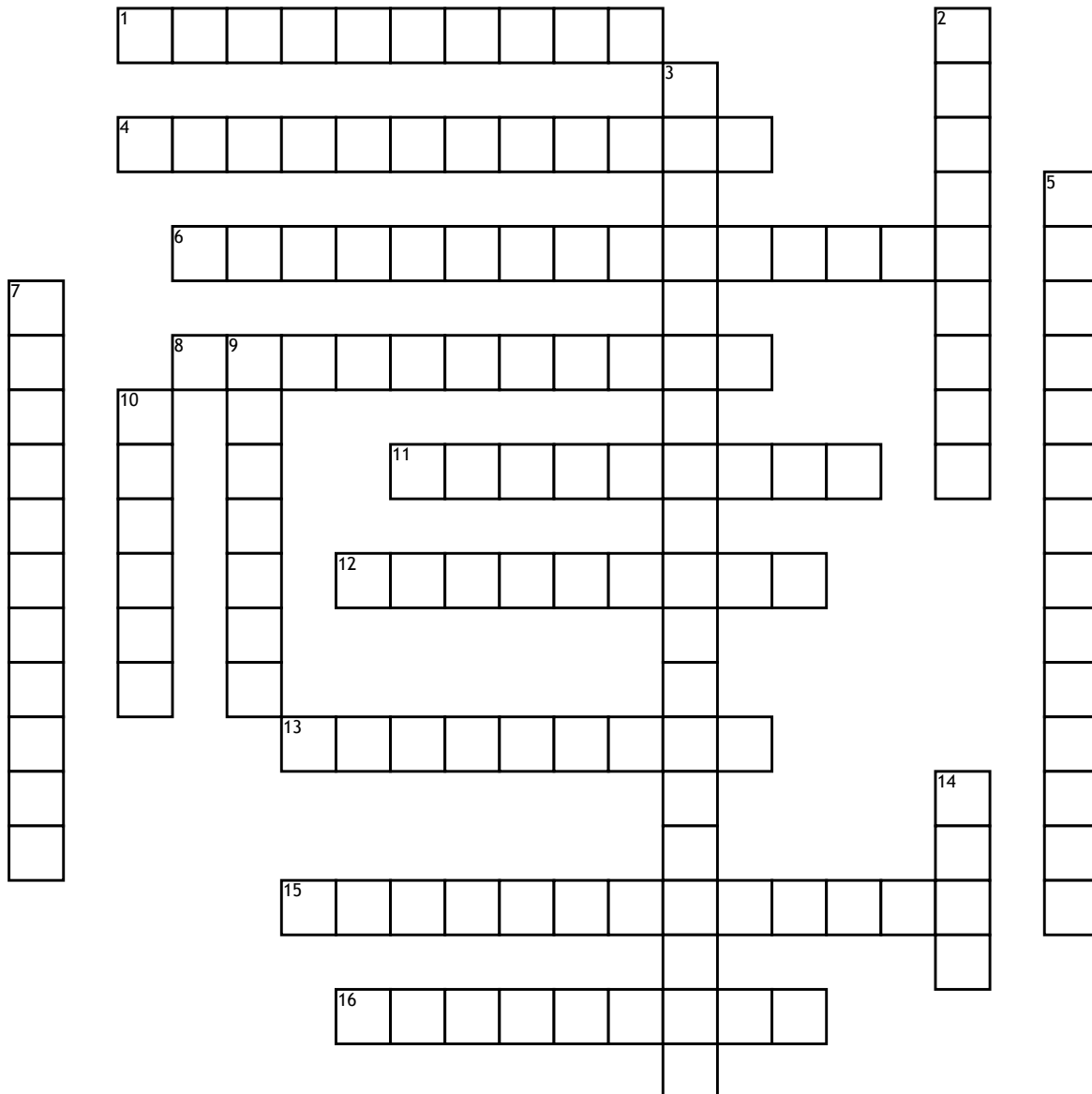


FINANCE



Across

1. A person who thinks that everything will work out fine
4. Latin term for "buyers beware"
6. Financial opportunity
8. A person's priorities, beliefs and standards
11. Taxes paid by anyone who earns an income
12. To buy an item with credit; paying over time

13. The process of communicating the value of a product or services to customers

15. The ability at walk away from a purchase when negotiating

16. Having to do with a person's honesty and moral attributes

Down

2. To bargain for a lower price

3. The process of quantifying costs and benefits of a decision

5. The quality or state of being responsible, liable or answerable

7. A situation in which a person is lacking time, which leads to stress

9. Public sale where the highest buyer gets the item

10. The difference between the wholesale price and retail price

14. A person who is picky about budgeting and details