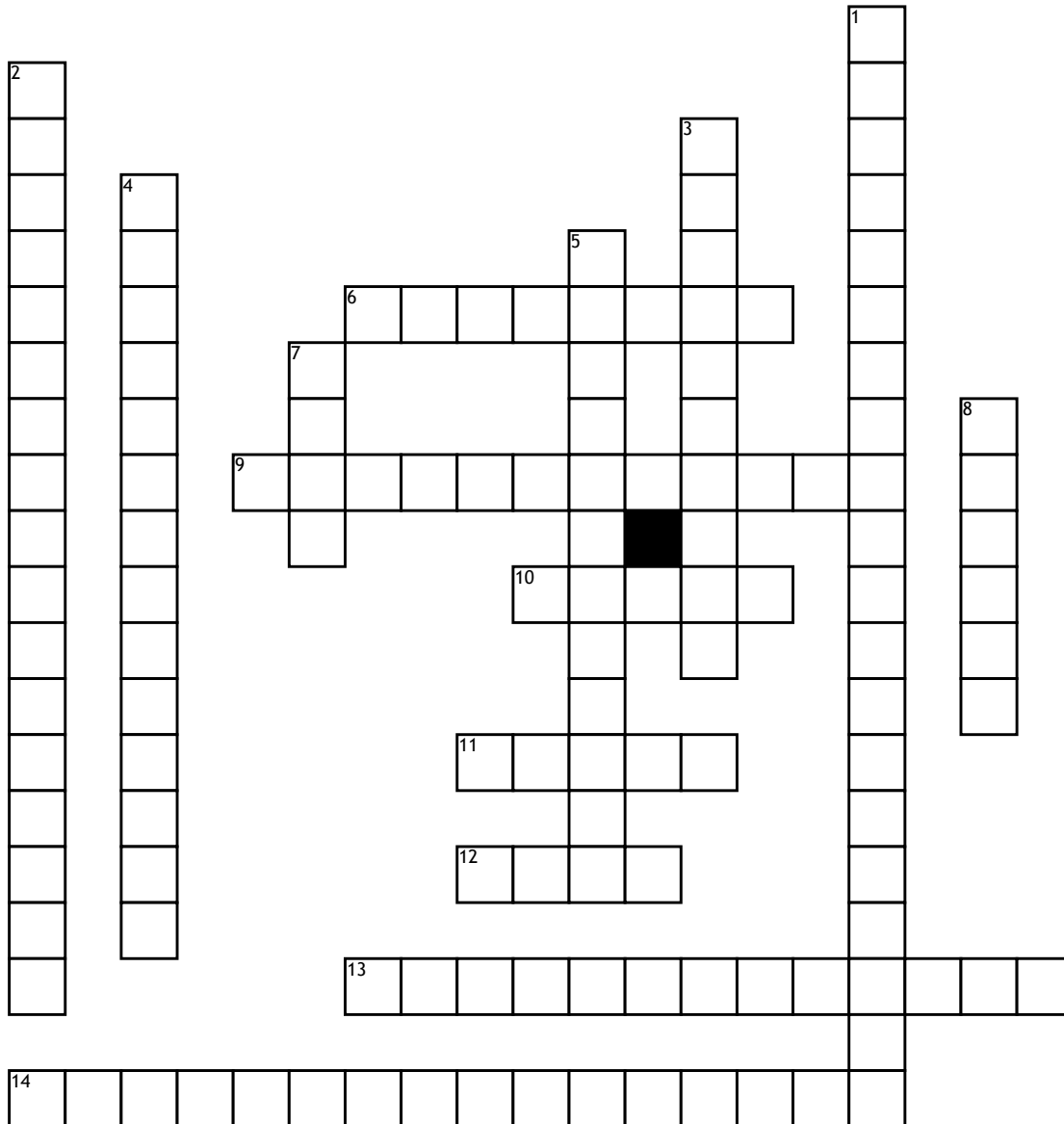


Marketing



Across

- 6. having a competitive advantage based on factors other than price
- 9. maximum prices for items being priced too high
- 10. Mrs. Irwin's dog's name (mini golden doodle)
- 11. the amount of money requested or exchanged for a product
- 12. Buy one, get one

- 13. the practice of advertising one product with the intent of persuading customers to buy a more expensive item when they arrive
- 14. the illegal pricing of products in a way that intentionally misleads customers

Down

- 1. pricing strategies that create an image of a product to entice customers to buy
- 2. the goals defined in the business and marketing plans for the overall pricing policies

- 3. minimum prices set by the government that are priced too low
- 4. the point at which revenue from sales equals the costs
- 5. the raising of prices on certain kinds of goods to a high level due to an emergency
- 7. the price the manufacturer recommends
- 8. the amount added to the cost to determine the selling price