

Name: _____

Date: _____

Money Matters

G G L F G C V D C H C T I W S D N A T I A B H P
N L N K N N M G C A M Y K N B J H V N N J E D K
I B G I I M A N X Q D R P O V Z H E O N E N E N
C O N R S T F I S S I V B Z L W Z C I O M T M O
I O I D I I X C P F R N R X H T D N T I O I A I
R L Y I T M T I A Y E X A G E F E E A T T T N T
P W U S R E L R C D C Y N N Z P F I L A I L D A
Y W B C E V O P E V T L D I K E L D F L O E P L
R F E O V A W D S V A E I Y N M A U N F N M U F
E P S U D L B E H T D B N U O E T A I N A E L N
V U L N A U A S I E V A G B R H I T R I L N L I
O K U T T E L A F C E L S L M C O E E O B T I S
C R P P I O L B T H R G T A A S N G P P U P N I
E A M R S F I T I N T N R N L D G R Y T Y B F D
R M I I N M N E N O I I A O P I M A H I I D L S
T K U C A O G K G L S N T I R M U T Z M N K A M
S C H I R N N R S O I R E T O A M B L I G W T V
O P R N T E H A F G N A G A F R I C I Z R K I T
C P L G P Y S M H Y G W Y R I Y K U H I J Q O D
C L W T R E F L A T I O N P T P M W I N O D N V
D H D E C O N O M I Z I N G K I P U F G P L J X
R M A R G O R P Y T L A Y O L R E M O T S U C L
W M L N O I T A L F N I H S U P T S O C T K D K
N G N I C I R P S U L P T S O C I L K Q R W R D

Customer loyalty program
Cost-push inflation
Branding strategy
Bait and switch
Impulse buying
Warning label
Entitlement
Deflation

Cost-recovery pricing
Time value of money
Cost-plus pricing
Rational buying
Pyramid scheme
Disinflation
Low-balling
Inflation

Demand-pull inflation
Transit advertising
Discount pricing
Target audience
Space-shifting
Advertising
Optimizing
Reflation

Market-based pricing
Direct advertising
Emotional buying
Hyperinflation
Normal profit
Economizing
Technology
Markup