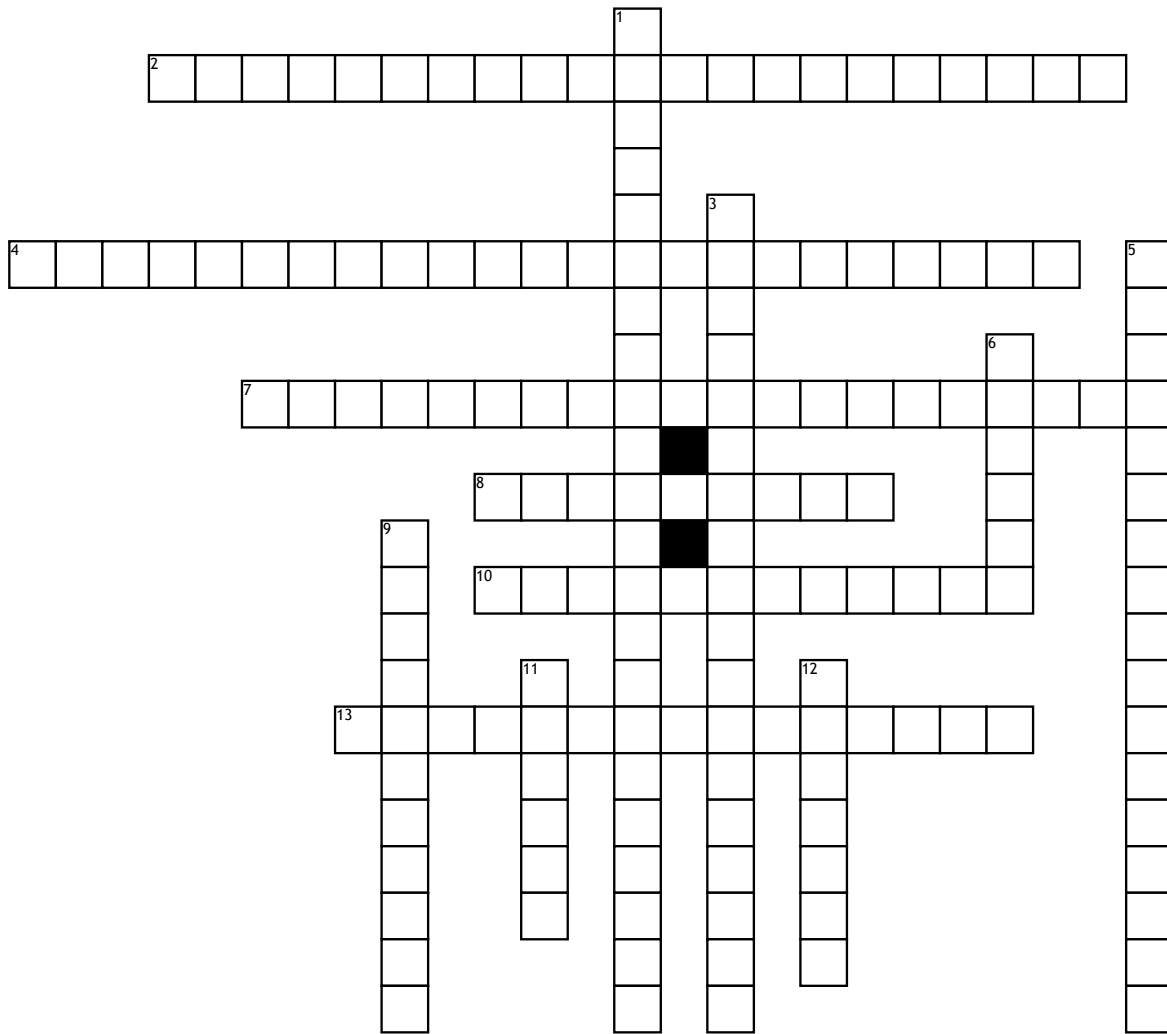


# Organizational Strategy



**Across**

- 2. What a company can make, do or perform better than its competitors
- 4. A measure of the influence that customer's have on a firms prices
- 7. Providing greater value than competitors can
- 8. The central companies in a strategic group
- 10. a company with a small share of a fast growing market

13. A strategy used by companies to reduce risk

**Down**

- 1. Creating or acquiring companies with similar prodcuts, technologies, cultures, etc
- 3. A reluctance to change strategies that have been successful in the past
- 5. The rivalry between two companies that offer similar products and services

6. A competitive move designed to reduce a rival's market share or profits

- 9. The purchase of a company by another company
- 11. A strategy is one that focuses on increasing profits, revenues, market share, etc
- 12. A company with a large share of a slow growing market