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E-Commerce

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| **Across**  **4.**  business-to-business  **6.** commercial transactions conducted electronically on the Internet  **7.** The way that a buyer chooses to compensate the seller of a good or service that is also acceptable to the seller  **8.** Market space is a relatively new concept in marketing which is a virtual market place  **9.** business-to-consumer  **10.** assign a brand name to/Mark | **Down**  **1.** is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants (PDAs).  **2.** a private police force that guards a building, campus, park, etc  **3.** a design for the successful operation of a business, identifying revenue sources, customer base, products, and details of financing  **5.** another term for e-commerce |