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Marketing

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| **Across**  **2.** recognizing a buyer's sensitivity to a product  **4.** adding a dollar amount to the cost of the product  **5.** resellers deduct a dollar amount to their cost to arrive at a cost  **7.** price adjustments based on location of customer  **10.** sets a higher than average prices to suggest status and high quality  **12.** offering several complementary products in a package that is sold at a single price  **14.** a promise or guarantee given to customer that a product will meet certain standards  **15.** sets a very high price for a new product  **16.** when the cost of making a product is equal to the cost it sells for  **18.** goods and services from other countries  **20.** the difference between sales revenue and the cost of goods sold  **21.** a strategy that uses different prices for a product  **23.** what is the 4th step in the 6 step process of determining a price  **24.** difference in value between imports and exports | **Down**  **1.** a company's percentage of total sales with an industry  **3.** a warranty that takes effect automatically by the state law  **6.** the price for a new product is set very low  **8.** sets a limited # of prices for specific groups or lines of merchandise  **9.** a statement that contains exceptions to and exclusions from a warranty  **11.** all customers are charged the same price  **13.** tax on imports  **17.** goods and services purchased from other countries  **19.** output per worker hour that is measured over a defined period of time  **22.** the original amount that a business paid for their product offering |