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Marketing

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| **Across**  **5.** difference in value between imports and exports  **6.** goods and services purchased by other countries  **8.** offering several complimentary products included with the price  **10.** commercial exchange between nations that is conducted  **11.** Rellers add a dollar amount to their cost  **12.** sets a high price for a new product  **13.** markdown to arrive at price  **14.** customers pay different amounts for similar products | **Down**  **1.** all customers are charged the same price  **2.** all costs are calculated then desired profit is added  **3.** to adjust products because of the locations  **4.** point when revenue equals costs and expenses  **7.** sets limited number of prices for specific groups  **9.** goods or services purchased from other countries |