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Marketing

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| **Across****2.** thrid step for determining price **3.** determines the relative probability of a product company will price products to achieve a certain return on investment**7.** the type of pricing that creates an illusion for customers**12.** first stage of the product life cycle**14.** software included with a new computer is an example of which type of pricing**15.** The value of money placed on a good or service**16.** type of pricing that suggests a bargain to increase sales and prices items in multiples**18.** percentage of total sales volume generated by all competitors in a given market**19.** fourth step for determining price | **Down****1.** type of pricing that has odd bargain pricing, even numbered pricing conveys a quality image in this type of pricing**4.** last stage of the product life cycle**5.** second stage of product life cycle**6.** pricing that includes serveral items at one price (ex. all inclusive trip)**8.** the type of pricing thats set higher than average prices and suggests exclusiveness and status**9.** third stage of product life cycle**10.** last step for determining price**11.** second step for determining price**13.** first step for determining price**17.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plays an important role in the Product Life Cycle |