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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 |