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Marketing Basics

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| **Across****7.** the process of developing, promoting, and distributing products, or goods and services, to satisfy customers’ needs and wants**8.** the potential customers with shared needs who have the desire and ability to buy a product**9.** An ardent devotee; an enthusiast**10.** statistics that describe population in terms of personal characteristics**11.** the idea that organizations need to satisfy their customers while also trying to reach their organizations’ goals | **Down****1.** Goods and Services**2.** One that buys goods or services**3.** a combination of four basic strategies known as the 4 P’s — product, price, place, and promotion**4.** when an individual reacts to events that occur to the team or player as if the events happened to him or her.**5.** the process of developing, promoting, and distributing products, or goods and services, to satisfy customers’ needs and wants**6.** the repeat purchasing of a good or service by a consumer |