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Marketing Principles

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| **Across****1.**  statistical data relating to the population and particular groups within it **6.**  activity that supports or provides active encouragement for the furtherance of a cause, venture, or aim **11.** an individual or business that purchases the goods or services produced by a business **12.**  sentence, phrase, word, or group of words set in large, bold type on a newspaper front page or above a body of text on any page of a newspaper or magazine, or in a printed advertisement**16.**  provide funding for (a person or enterprise) **17.** satisfied by necessities, to cultural, intellectual **18.**  decide the amount required as payment for Products **19.** the way in which something is shared out among a group or spread over an area  | **Down****2.**  the action or business of promoting and selling products or services, including market research and advertising **3.**  a person regarded as likely to succeed or as a potential customer, client, etc**4.**  a name given by the maker to a product or range of products, especially a trademark **5.**  an article or substance that is manufactured or refined for sale **7.**  philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition**8.**  the activity or profession of producing advertisements for commercial products or services **9.**  a person who purchases goods and services for personal use **10.**  a short and striking or memorable phrase used in advertising **13.** a symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc **14.**  give or hand over (something) in exchange for money **15.** Unsatisfied human desires that motivate their actions and enhance their fulfillment when met  |

   Marketing       Marketing Concept       Advertising       Demographics       Pricing       Products       Promotion       Financing       Distribution       Logo       Slogan       Headlines       Selling       Needs       Wants       Customers       Consumers       Brand Name       Prospects