Marketing Puzzle

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|  |  |  |  |  |  |  |  |  |  | 1A |  D |  V |  E |  R |  T |  I |  S |  I |  N |  G |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 2P |  |  |  |  |  |  |  |  |
|  |  |  |  | 3I |  |  |  |  | 4Y |  E |  L |  L |  O |  W |  P |  A |  G |  E |  A |  D |  S |  |  |  |  |  |  |  |  |
|  |  |  |  |  N |  |  |  | 5O |  |  |  |  |  |  |  |  |  |  |  |  |  Y |  |  |  |  |  |  |  | 6I |
|  |  |  |  |  F |  |  |  |  U |  |  |  |  |  |  | 7T |  |  |  | 8I |  |  C |  |  |  |  |  |  |  |  N |
| 9P |  | 10P |  R |  O |  D |  U |  C |  T |  P |  L |  A |  C |  E |  M |  E |  N |  T |  |  M |  |  H |  |  | 11R |  |  |  |  |  S |
|  E |  |  |  |  R |  |  |  |  D |  |  |  |  |  |  |  L |  |  |  |  A |  |  O |  |  |  E |  |  | 12T |  |  T |
|  R |  | 13R |  |  M |  |  |  |  O |  |  |  |  |  |  |  E |  |  |  |  G |  |  G |  |  |  M |  |  |  R |  |  I |
|  S |  |  A |  |  A |  |  |  |  O |  |  |  |  | 14P |  |  P |  |  |  |  E |  |  R |  |  |  I |  |  |  A |  |  T |
|  U |  |  D |  |  T |  |  | 15B |  R |  O |  W |  S |  E |  R |  |  H |  |  | 16M |  A |  G |  A |  Z |  I |  N |  E |  |  N |  |  U |
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|  D |  |  R |  |  D |  |  Y |  |  I |  |  |  R |  |  N |  |  C |  |  A |  |  S |  |  |  |  |  E |  |  |  E |  |  A |
|  V |  |  T |  |  V |  |  M |  |  S |  |  |  S |  |  A |  |  T |  |  D |  |  I |  |  |  |  |  R |  |  |  R |  |  D |
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|  |  |  |  |  |  |  | 25H |  O |  M |  E |  P |  A |  G |  E |  |  |  |  |  | 26N |  E |  W |  S |  P |  A |  P |  E |  R |  |

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| **Across****1.** form of marketing communication used to promote or sell something**4.** section in a phone book where buisnesses can advertise**10.** pay to have their products featured in movies and television programs**15.** program to help search the web**16.** general interest covering several topics by short stories**20.** particular sector of population**22.** unsolicited advertising **23.** graphic display that stretches across the top of a website**24.** trial of marketing conducted of sampling**25.** introductory page of a website**26.** distributed weekly or daily | **Down****2.** study and classification of people**3.** promotion that educates the public**5.** billboards, bus benches, vehicles**6.** message aimed at creating an image for an organization**7.** a book listening addresses, names, phone numbers**8.** attempt to create a favorable mental picture**9.** product promotion that attempts to influence a customer**11.** marketing strategy consisting of a brief messagr**12.** advertising on public vehicles**13.** radio stations sell air time**14.** informs prospects about specials, discounts, sales, schemes**17.** companies can raise funds**18.** opens in a new window without user prompt**19.** small handbill advertising an event**21.** searches and identifies iteams |