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| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Nike Service Ethos

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| **Across**  **6.** Celebrate Their Victories is service ethos #\_\_\_\_\_\_  **7.** \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_ \_\_\_\_ is the third service ethos.  **8.** What is one way we "Invite Them In?"  **10.** There are \_\_\_\_\_ service ethos.  **11.** When we \_\_\_\_\_\_\_ \_\_\_\_ \_\_\_\_\_\_\_\_, we are creating a customized, premium experience for the consumer.  **12.** How can we find out what the consumer is looking for? | **Down**  **1.** Sally just ran her first half marathon! Which of the service ethos should we use?  **2.** When we use all of the service ethos we provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ for all of our consumers.  **3.** What is the final service ethos?  **4.** The Nike \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ make up our action plan to help us provide a premium experience for all of our consumers.  **5.** Listen to Learn is the \_\_\_\_\_\_\_\_ service ethos.  **9.** Make It Personal is the \_\_\_\_\_\_\_\_\_ service ethos. |