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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. |