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| **Across**  **1.** offering reductions  **2.** opposite of skimmimg  **4.** business away from its compeition  **14.** customers charged the same price  **15.** percentage of total shares  **16.** the value of money  **17.** pyschological pricing  **18.** what consumers are willing to pay | **Down**  **3.** used in conjuction  **5.** prices set based on what competitors charge  **6.** set prices based on cost  **7.** suggest a bargain  **8.** a caculation  **9.** products in a package  **10.** set higher than average prices  **11.** customers pay differtent prices  **12.** sets very high price  **13.** odd and even numbers |

   price       gaing market share       market share        return on investment       cost based pricing       demand based pricing        competition based pricing        one price policy        flexible price policy        skimming pricing        penetration pricing        create an allusion        odd/even pricing       prestige pricing        multi unit pricing       bundle pricing        promotional pricing        discount pricing