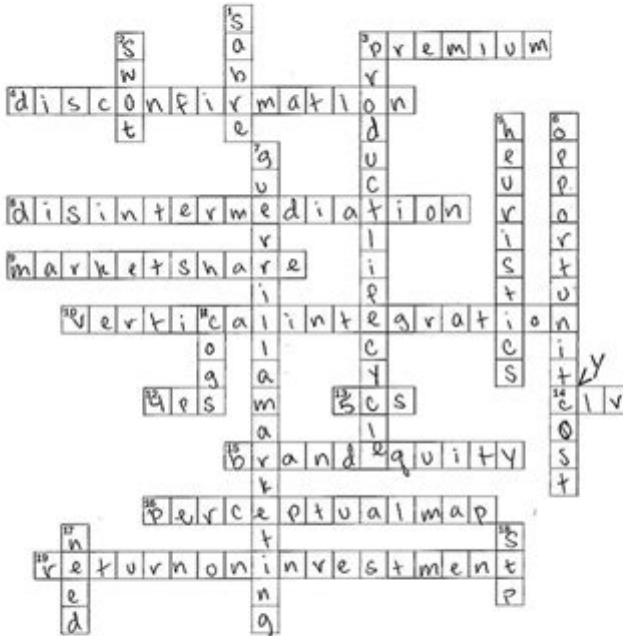


WhartonWords

In this issue of Wharton Magazine, we test your marketing vocabulary with terms straight out of a Wharton student's textbook. Submit a completed and correct crossword puzzle, and you'll be entered into a drawing for our grand prizes—four \$100 gift certificates to the Wharton Store.



MARKETING

ACROSS

- 3. The percent of manufacturer price (retailer cost) that is added to get the retail price
- 4. Satisfaction or dissatisfaction that occurs when there is a discrepancy between expectations and reality
- 5. A move toward direct-to-consumer marketing, taking out the middle man
- 6. Percentage of sales, units or customers a company has relative to the total
- 10. Combining stages of production and distribution under a single ownership
- 12. Price, product, promotion, place
- 13. Context, company, consumers, competitors, collaborators
- 14. Customer lifetime value
- 15. The value of a brand
- 16. A map consisting of two axes of attributes where existing products are mapped in order to spot opportunities and niches not currently served in the market
- 19. Ratio of net profit to the investment used to make the net profit

DOWN

- 1. The dreaded marketing simulation project used in MKTG101
- 2. Strengths, weaknesses, opportunities, threats
- 3. Introduction, growth, maturity, decline
- 4. Choice tactics, rule of thumb
- 5. The value of the next best choice one gives up when choosing an action
- 7. More unconventional marketing types of sales promotion include push and pull
- 11. Cost of goods sold
- 17. Discrepancy between actual and ideal states
- 18. Segmentation, targeting, positioning

((ON THE web))

Have you completed the puzzle?

Submit your puzzle to magazine@wharton.upenn.edu by February 21. We will post the completed puzzle at whartonmagazine.com on Feb. 26. Out of all correct submissions, four winners will be randomly selected to receive a \$100 gift certificate to the Wharton Store. Prize may be subject to taxation; must be 18 years or older to win.

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pelvic bones B. Compound Word Puzzle Read the phrase and write the word that it. Economics chapter 15 vocabulary practice answers. .

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Chapter 1 Vocabulary Practice Economics Crossword Answers

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Answer Key - PC\MAC

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