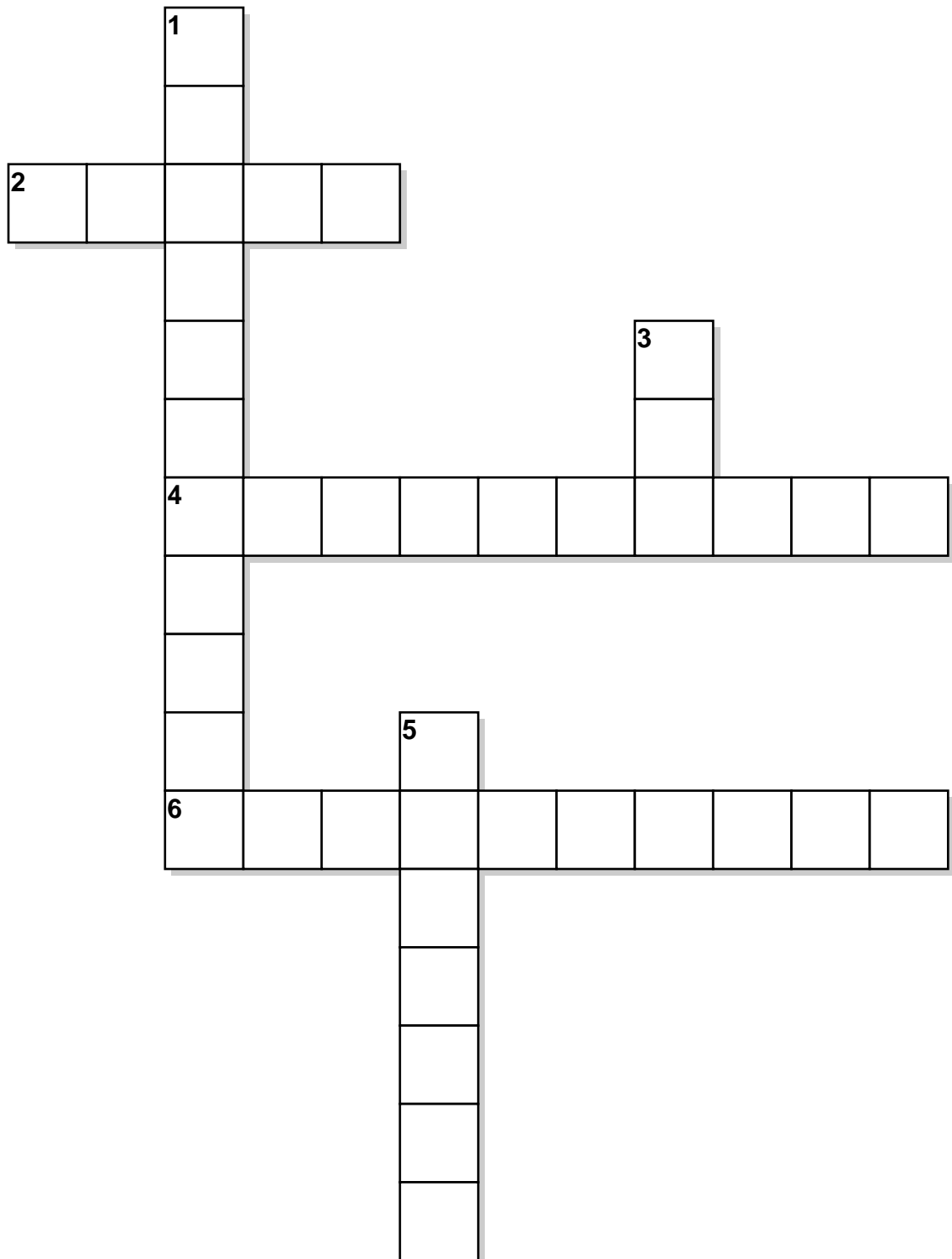


# Eurostar



**Across**

- 2 A name, design or symbol that gives a product or company an identity that is distinct from competitors
- 4 The specific goals that organisations or individuals seek to achieve
- 6 Business continuity helps safeguard an organisations \_\_\_\_\_

**Down**

- 1 Person or group with a direct interest in the decisions or behaviour of an organisations
- 3 Any significant variable that can be used to monitor how well an organisation is fulfilling its objectives
- 5 Set of assumptions, beliefs and patterns of behaviour that are characteristic of an organisation

**Possible Answers:**

Brand, Culture, KPI, Objectives, Reputation , Stakeholder