



THE TIMES 100
Case Studies
 WITH BUSINESS NEWS

CEMEX

L	S	F	S	E	R	V	I	C	E	H	E	N	M	J
W	J	H	U	N	H	E	F	X	X	R	A	B	A	O
P	I	G	G	H	R	X	Y	T	I	L	A	U	Q	Y
S	D	G	V	C	S	B	E	N	E	F	I	T	I	D
X	S	M	T	E	J	Z	C	A	X	S	K	L	X	J
S	N	A	M	J	Y	K	O	U	J	J	T	M	T	C
N	O	R	H	Z	B	Q	N	R	D	W	A	I	I	N
V	I	K	F	Y	H	F	O	C	T	U	K	B	L	O
N	T	E	R	N	Z	Q	M	O	I	H	U	S	U	U
V	C	T	A	I	A	P	Y	S	M	Y	P	Y	A	I
Q	A	O	S	U	V	L	H	T	B	T	L	D	R	I
L	R	H	R	D	R	A	N	S	R	G	J	R	B	S
P	T	A	J	H	R	N	M	E	Z	G	X	B	K	J
H	X	F	N	E	U	T	V	I	T	Q	V	A	E	K
S	E	L	A	S	D	T	A	B	F	U	Q	C	Q	X

BENEFIT
 ECONOMY
 MARKET
 QUALITY
 SERVICE

COSTS
 EXTRACTION
 PLANT
 SALES
 SHARE