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the new marketing thinking b. the old marketing thinking c. global marketing d. relationship marketing thinking Answer: (a) Difficulty: (2) Page: 36, Table 1 - TRUE/FALSE QUESTIONS

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Test bank Principles Marketing 13th Kotler & Armstrong. Chapter 1: Marketing: Creating and Capturing Customer Value 1) All of the following are accurate descriptions of modern marketing, EXCEPT which one? A) Marketing is the creation of value for customers. B) Marketing is managing profitable customer relationships.

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Part 1: Defining Marketing and the Marketing Process 1. Marketing: Creating Customer Value and Engagement. 2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships. Part 2: Understanding the Marketplace and Consumer Value. 3. Analyzing the Marketing Environment. 4.

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Principles of Marketing, 16e (Kotler) Chapter 6 Business Markets and Business Buyer Behavior 1) The decision process by which business buyers determine which products and services their organizations need to purchase and then find, evaluate, and choose among alternative suppliers and brands is known as _____.

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17) Making more sales to current customers without changing a firm's products is _____. A) market development B) market penetration C) diversification D) market attractiveness E) product ...

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