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needs B) differentiate in terms of cost of production C) deliver customer value at a profit D) reduce competition E) communicate similar value as provided by competitors Answer: C

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\_\_\_\_\_. A) create customer needs B) differentiate in terms of cost of production C) deliver customer value at a profit D) reduce competition E) communicate similar value as provided by competitors Answer: C Page

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Marketing Strategies And  
Plans Companies need to  
focus on the customer and  
organize to respond  
effectively to their  
changing needs, to be known  
as master marketers. The  
marketing plan is the

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central instrument for directing and coordinating the marketing effort.

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changing marketing opportunities. It is the base for the long term planning of the firm. At a corporate level, the firm starts defining the company's mission.

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maintaining a strategic fit between the organisation's goals and capabilities and its changing marketing opportunities. It is the base for the long term planning of the firm. At a corporate level, the firm

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