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Which of the following statements about marketing is true? A) It is of little importance when products are standardized.

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Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics.

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Marketing Strategies

and Plans 1) The task of
any business is to

_____.

A) create
customer needs B)

differentiate in terms of
cost of production C)

deliver customer value

at a profit D) reduce

competition E)

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communicate similar
value as provided by
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