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~~Answers~~

1) All of the following are accurate descriptions of modern marketing, EXCEPT which one? A) Marketing is the

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value for
customers. B)
Marketing is
managing
profitable
customer
relationships.
C) Selling and
advertising are
synonymous with
marketing.

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choice questions
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Strategy:

Partnering to

Build Customer

Relationships.

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Multiple-Choice

Questions _____

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Marketing an overall company strategy for long-run survival and growth. a. Strategic market planning b. Annual market planning c. Short-term planning d. Advertising e.

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in solving
marketing
problems (making
marketing
decisions).

Philip Kotler
defines
marketing
research as a
systematic
problem
analysis, model
building, and

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fact finding for
the purpose of
improved
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the marketing of
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challenge: to
create vibrant,
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communities of
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make products
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