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thinking Answer: (a)

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QUESTIONS

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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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Business Markets and
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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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