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Brian Tracy Best

marketing strategy ever!

Steve Jobs Think

different / Crazy ones

speech (with real

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Acing Multiple Choice

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Know about Marketing  
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Taught Guy Kawasaki  
Sarah Joyce, MBA ¶14:  
Using Common  
Marketing Approaches  
In Uncommon Places  
~~Creating Customer~~  
~~Value~~

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Creating and Capturing  
Customer Value  
(Principles of

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(Marketing) | Lecture 16  
~~steps of marketing  
planning~~

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~~Marketing |~~

~~Communicating~~

~~Customer Value | Kotler~~

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to Gain Customer

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Philip ...

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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Principles Chapter 1 -  
MKTG1280 ...

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

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customers. B)  
Marketing is managing  
profitable customer  
relationships.

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Marketing and the  
Marketing Process 1.  
Marketing: Creating  
Customer Value and

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Company and  
Marketing Strategy:  
Partnering to Build  
Customer Engagement,  
Value, and  
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Marketing Environment.  
4.



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Edition Kotler

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

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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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