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Kotler & Armstrong, Principles of Marketing, 13th Edition ...

Top Questions from Principles of Marketing (13th Edition) Example exploratory. One way a company can benefit from implementing a market penetration strategy would be to. Within the strategic marketing process, the _____ is the result of the planning phase that proceeds to the implementation phase where it is carried out.

Principles of Marketing (13th Edition), Author: Philip ...

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Principles of Marketing (13th Edition) by Philip Kotler ...

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 customers. B) Marketing is managing profitable customer relationships.

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About the Author(s) As a team, Gary Armstrong and Philip Kotler provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Armstrong is an award-winning teacher of undergraduate business students. Professor Kotler is one of the world's leading authorities on marketing.

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