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principles of marketing, 13/e Customer-Value Framework: Creating value for customers is a cornerstone of being an effective marketer, so this text is designed to teach students how to create and communicate value to customers from the very beginning.

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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.

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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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