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*Eventually, you will
unconditionally
discover a*

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*additional
experience and
skill by spending
more cash.*

*nevertheless
when? complete
you agree to that
you require to
acquire those
every needs past
having significantly
cash? Why don't
you try to get
something basic in*

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*the beginning?
That's something
that will guide you
to understand even
more on the order
of the globe,
experience, some
places, once
history,
amusement, and a
lot more?*

*It is your entirely
own epoch to*

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d) AdAlpha View

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Answer. ANSWER:

a) AdWords . 2.

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Management is the

_____ of choosing

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target markets and
getting, keeping
and growing
customers through
creating, ... Philip
Kotler b) The
American
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Association c) The
Association of
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The width of a product mix is measured by the number of product
(a) ... Philip Kotler
(c) Manson and
Rath (d) R. S.
Dawar. Ans. a. 122.

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We see marketing management as the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers

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*through creating,
delivering, and
communicating
superior customer
value. Core*

Marketing Concepts

*Marketing can be
further understood
by defining the
core concepts
applied by mar-
keting managers.*

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and Armstrong,
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Marketing Philip
Kotler; Gary
Armstrong ...*

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Part 1:
Understanding
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33. _____ allows the company to discover who its customers are, how they behave, and what they need or want. It also enables the company to respond

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appropriately,
coherently, and
quickly to different
customer Sharing
opportunities. a.

Network

management b.

Strategic

management c.

Marketing

management d.

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*end of each
question. These
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