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Marketing Management, 14e (Kotler/Keller) Chapter 2 Developing Marketing Strategies and Plans 1) The task of any business is to _____. A) create customer needs B) differentiate in terms of cost of production C) deliver customer value at a profit D) reduce competition E) communicate similar value as provided by competitors Answer: C Page Ref: 33 Objective: 1 Difficulty: Easy 2) What is the ...

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Chapter 2 - Developing Marketing Strategies And Plans Companies need to focus on the customer and organize to respond effectively to their changing needs, to be known as master marketers. The marketing plan is the central instrument for directing and coordinating the marketing effort.

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