

### Marketing Kotler Chapter 2

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Chapter 2 - Developing Marketing Strategies and a Marketing Plan

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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

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Customer Relationship Marketing. Needs States of deprivation Physical—food, clothing, warmth, safety Social—belonging and affection Individual—knowledge and ...

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