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the new marketing thinking b. the old marketing thinking c. global marketing d. relationship marketing thinking Answer: (a) Difficulty: (2) Page: 36, Table 1- TRUE/FALSE QUESTIONS

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decision process by which business buyers determine which products and services their organizations need to purchase and then find, evaluate, and choose among alternative suppliers and brands is known as _____.

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17) Making more sales to current customers without changing a firm's products is _____. A) market development B) market penetration C) diversification D) market attractiveness E) product ...

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