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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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Test bank Principles Marketing 13th Kotler & Armstrong. Chapter 1: Marketing: Creating and Capturing Customer Value 1) All of the following are accurate

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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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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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