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A) Marketing is the creation of value for customers. B) Marketing is managing profitable customer relationships. C) Selling and advertising are synonymous with marketing. D) Marketing involves satisfying customers needs.

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6 PRINCIPLES OF MARKETING. production orientation A belief that the way to compete is a function of product innovation and reducing production costs, as good products appropriately priced sell themselves. production era A period beginning with the Industrial Revolution and concluding in the 1920s in

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