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The ("Test Bank for Marketing Management 15th Edition by Kotler) provides comprehensive coverage of your course materials in a condensed, easy to comprehend collection of exam-style questions, primarily in multiple-choice format.

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A) Frontline employees are less important than top management. B) Customers are at the top of the pyramid. C) Top management is at the top of the pyramid. D) Customers are less important than middle management. E) Frontline employees are at the top of the pyramid.

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Principles of Marketing, 15e (Kotler/Armstrong) Chapter 3 Analyzing the Marketing Environment 1) Dan has been directed to study the actors close to a company that affect its ability to serve its customers, such as the company, suppliers, marketing intermediaries, customer markets, competitors, and publics.

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Test Bank for Marketing Management 15th Edition by Keller ...

A) Marketing is the creation of value for customers. B) Marketing involves managing profitable customer relationships. C) Marketing emphasizes selling and advertising exclusively. D) Marketing involves satisfying customers' needs. E) Marketing is building value-laden exchange relationships with customers.

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