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Customer Value. 1) All of the

following are accurate descriptions of

modern marketing, EXCEPT which

one? A) Marketing is the creation of

value for customers. B) Marketing is

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A) Marketing is the creation of value
for customers. B) Marketing is
managing profitable customer

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C) Selling and advertising are synonymous with marketing. D) Marketing involves satisfying customers needs.

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production era A period beginning with the Industrial Revolution and concluding in the 1920s in

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