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FALSE Skill: Concept Objective: LO 1.2: Explain The

Importance Of Understanding The Marketplace And

Customers And Identify The Five Core Marketplace

Concepts. Difficulty: Moderate 23) A Market Is The Set

Of Actual And Potential Buyers Of A Product Or Service.

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Capturing Customer Value 1) All Of The Following Are
Accurate Descriptions Of Modern Marketing, EXCEPT
Which One? A) Marketing Is The Creation O Jun 2th,
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Strategy: Partnering To Build Customer Engagement,
Value, And Relationships 1) _____ Is The Process Of
Developing And Maintaining A Crucial Fit Between The
Organization's Goals And Capabilities And Its Changing
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