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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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1: Marketing: Creating and
Capturing Customer Value 1) All

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of the following are accurate 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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Relationships. Part 2:
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and Consumer Value. 3. Analyzing
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(Kotler) Chapter 6 Business
Markets and Business Buyer
Behavior 1) The decision process
by which business buyers
determine which products and

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services their organizations need to purchase and then find, evaluate, and choose among alternative suppliers and brands is known as _____.

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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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