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A) create customer needs

B) differentiate in terms

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C) deliver customer

value at a profit

D) reduce competition

E) _____

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communicate similar
value as provided by
competitors Answer:
C

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Companies need to focus on the customer and organize to respond effectively to their changing needs, to be known as master marketers. The marketing plan is the central instrument for directing and

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coordinating the
marketing effort.

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States of deprivation

Physical—food,
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safety

Social—belonging
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