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edition-by-boone-and-kurtz-test-bank/ Chapter 02 Strategic ...

6 Good relationships with customers can equip a firm with vital strategic weapons (A) True (B) False Answer : (A) 7 Strategic planning has a minimal impact on a firm's destiny because it provides only short-term direction to the

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Marketing planning: the basis for strategy and tactics a Definition of planning: the process of anticipating future events and conditions and determining the best way to achieve organizational objectives b Planning is important for both large and small companies c Marketing planning i Marketing planning refers to implementing planning

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o green marketing 1 A formal statement that defines how an organization expects and requires employees to resolve ethical questions is a(n) ____ 2
Some companies measure social performance by conducting a(n) ____ that identifies and evaluates the company's activities that relate to social issues 3

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CHAPTER 2 STRATEGIC PLANNING IN CONTEMPORARY ...

a A good marketing plan revolves around an efficient, flexible, and adaptable marketing strategy b A marketing strategy is an overall, companywide program for selecting a target market and satisfying customers in that market through the elements in the marketing ...

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