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B. Marketing research forecasts the future with a degree of uncertainty. C. Marketing research increases the risks associated with managing marketing strategies. D. Marketing research can substantially increase the chances that good decisions are made. TEST BANK FOR A PREFACE TO MARKETING MANAGEMENT 14TH EDITION PETER

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<http://nraomtr.blogspot.com/2016/03/marketing-management-kotler-and-keller.html> Book Marketing Management 14th Edition, 2012 Authors: Philip Kotler and Kevin Keller Publisher: Pearson Education New Features of the Marketing Management 14th Edition Marketing Insight and Marketing Memo Boxes. Throughout this text, the Marketing Insight and Marketing Memo boxes provide in-depth conceptual and practical commentary.

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Ideally, marketing should result in a customer who is ready to buy. ” 7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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