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Value. 1) All of the  
following are accurate  
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marketing, EXCEPT  
which one? A) Marketing  
is the creation of value  
for customers. B)  
Marketing is managing  
profitable customer  
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A) Marketing is the  
creation of value for

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customers. B) Marketing is managing profitable customer relationships.

C) Selling and advertising are synonymous with marketing. D) Marketing involves satisfying customers needs.

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reducing production costs, as good products appropriately priced sell themselves. production era A period beginning with the Industrial Revolution and concluding in the 1920s in

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