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Test bank Principles Marketing 13th Kotler & Armstrong. Chapter 1: Marketing: Creating and Capturing Customer Value 1) All 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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Kotler is author of Marketing Management (PrenticeHall), now in its twelfth edition and the world's most widely used marketing text book in graduate schools of business worldwide. He has authored dozens of other successful books and has written more than 100 articles in leading journals.

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