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the new marketing thinking b. the old marketing  
thinking c. global marketing d. relationship marketing  
thinking Answer: (a) Difficulty: (2) Page: 36, Table 1-  
TRUE/FALSE QUESTIONS

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17) Making more sales to current customers without

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changing a firm's products is \_\_\_\_\_. A) market development B) market penetration C) diversification D) market attractiveness E) product ...

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