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1. understand the marketplace and customer needs and

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wants 2. design a customer driven marketing strategy 3. construct an integrated marketing program that delivers superior value 4. build profitable relationships and create customer delight 5. capture value from customers to create profit and customer equity

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INCORRECT No answer given THE ANSWER bundle pricing
2. a store offers all merchandise in a given category at certain prices INCORRECT No answer given THE ANSWER price lining
3. technique that involves setting prices that ...

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