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1 / 23. TEST BANK FOR MKTG 12TH EDITION LAMB. in this category. A : true B : false Correct Answer : B 9 : For a star, the best marketing tactic is to protect existing market share by reinvesting earnings in product improvement, better distribution, more promotion, and production efficiency.

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12. The marketing plan is a written document that acts as a guidebook of marketing activities for a marketing manager. ANS: T PTS: 1 REF: 31 OBJ: 02-3 TOP: AACSB Reflective Thinking KEY: CBAE Model Marketing Plan MSC: BLOOMS Level 1 Knowledge 13. A firm's mission statement should answer the question, "What products do we produce best?"

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Full file at <https://testbanku.eu/> 13. Sales-oriented firms tend to focus on long-term relationships, whereas market-oriented firms focus primarily on short-term relationships.

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