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edition. Marketing strategy is  
the marketing logic by which  
the business unit hopes to  
achieve its marketing. Cal  
commodity market situations  
and ultimately the only  
strategy is either to move  
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Student: \_\_\_\_\_ 1. Often the profit impact  
from purchasing and logistical efficiencies  
outweighs that from market penetration.  
True False 2.

**Ch 1 and 2 Dwyer and Tanner Business  
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Chapter 02 The Character of Business Marketing

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