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This 13th edition of Kotler's Principles of Marketing has been our reference throughout our whole course in Marketing Management, I believe this book is made for students at college levels because of how simple the explanations are and it's absolutely affordable for students. I'm also recommending it to all commerce students.

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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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