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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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A) Marketing is the creation of value for customers. B) Marketing is managing profitable customer relationships. C) Selling and advertising are synonymous with marketing. D) Marketing involves satisfying customers needs.

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