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6 Good relationships with customers can equip a firm with vital strategic weapons (A) True (B) False Answer : (A) 7 Strategic planning has a minimal impact on a firm's destiny because it provides only short-term direction to the

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a A good marketing plan revolves around an efficient, flexible, and adaptable marketing strategy b A marketing strategy is an overall, companywide program for selecting a target market and satisfying customers in that market through the elements in the marketing ...

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