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1. Firms usually sell fewer standardized products to organizational buyers than to ultimate consumers.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Difficulty: Easy
LEARNING OBJECTIVES: CMKT.BOKU.14.49 - LO: 7-1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC: Customer
TOPICS: A-Head: Nature of the Business Market
KEYWORDS: Bloom's: Knowledge

2. Personal selling plays a much bigger role in consumer markets than in business markets.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Difficulty: Easy
LEARNING OBJECTIVES: CMKT.BOKU.14.49 - LO: 7-1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC: Strategy
TOPICS: A-Head: Nature of the Business Market
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Contemporary Marketing Update

Wendy Lomax



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Contemporary Marketing Louis E. Boone, David L. Kurtz, 1999 This is an updated version of the 1998 *Contemporary Marketing* Wired text An entire chapter has been devoted to relationship marketing including coverage of database marketing strategic alliances co marketing co branding and dedicated sales forces

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