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He has published Marketing Management, 14th edition, Lateral Marketing, and 50 other books. His research covers strategic marketing, innovation, and corporate social responsibility. He has consulted GE, IBM, Apple, Honeywell, Ford, and many other companies. He has also consulted non-profit and government organizations.

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B. Marketing research forecasts the future with a degree of uncertainty. C. Marketing research increases the risks associated with managing marketing strategies. D. Marketing research can substantially increase the chances that good decisions are made. TEST BANK FOR A PREFACE TO MARKETING MANAGEMENT 14TH EDITION PETER

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Ideally, marketing should result in a customer who is ready to buy."7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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