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b. marketing is the only discipline that can provide a formal structure for the planning effort. c. marketing provides inputs to strategic planners by helping to identify attractive market opportunities. d. within individual business units, marketing designs strategies for reaching the unit's objectives. 76.

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What must marketing management consider in relation to a company's product mix or product assortment? a. depth; cost; width b. length; cost; depth c. width; quality; depth d. length; width; depth e. cost; quality; length. 16. Which one of the following represents the sequential stages of the product life cycle concept? a.

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