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Principles of Marketing Canadian 8th Edition Kotler Test Bank 1. Exam Name _____ MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question. 1) After management has identified the key businesses making up its company, what is the next step in portfolio analysis?

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Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The the 8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing.

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Philip Kotler is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his PhD at MIT, both in economics. Dr. Kotler is the author of Marketing Management (Pearson Prentice Hall), now in its thirteenth edition and the most widely used marketing ...

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