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A) Marketing is performed by all departments and functions in an organization. B) Marketing is what the people in the marketing department do. C) Employees in an organization are collectively responsible for marketing efforts. D) Marketing department should be integrated with service and sales. Answer: B. Diff: 2 Page Ref: 4

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problems, generate and evaluate marketing actions, monitor marketing performance, and improve understanding of marketing as a process. A. Three Major Functions of Marketing Research (Table 3.1): - Scanning for opportunities and threats Marketing Management 4th Edition Winer Solutions Manual

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