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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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