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the new marketing thinking b. the old marketing  
thinking c. global marketing d. relationship marketing  
thinking Answer: (a) Difficulty: (2) Page: 36, Table 1-  
TRUE/FALSE QUESTIONS

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Armstrong. Chapter 1: Marketing: Creating and  
Capturing Customer Value 1) All of the following are  
accurate descriptions of modern marketing, EXCEPT  
which one? A) Marketing is the creation of value for  
customers. B) Marketing is managing profitable  
customer relationships.

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Business Markets and Business Buyer Behavior 1) The decision process by which business buyers determine which products and services their organizations need to purchase and then find, evaluate, and choose among alternative suppliers and brands is known as \_\_\_\_\_.

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17) Making more sales to current customers without  
changing a firm's products is \_\_\_\_\_. A) market  
development B) market penetration C) diversification  
D) market attractiveness E) product ...

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