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Chapter 5 Analyzing the
Marketing Environment 1) By
paying close attention to
customer needs and
continuously monitoring the
business environment in

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which it operates, a good marketer can identify potential opportunities.

Answer: TRUE. Explanation: Changes in the environment can be a source of opportunities for the firm.

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Marketing and Production Coordinator. Zsófi joined Mimbre as an intern in 2018, following on to freelance for the company and in late 2019 joined full-time. ...

Kalwant Grewal. Kalwant Grewal is the Financial Controller at the West London NHS Trust with governance expertise in a wide range of industries including education, law, healthcare and ...

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