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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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Marketing Management, 4e (Winer/Dhar) Chapter 2 A Strategic Marketing Framework 1) The _____ is the criterion by which the success or failure of the strategy is measured.

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