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Developing Marketing Strategies and a Marketing Plan True / False Questions 1 Strong supplier relations and efficient supply chains help firms such as Walmart achieve operational excellence True False 2 To build a sustainable competitive advantage, companies should focus on ...

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Developing Marketing Strategies and a Marketing Plan Brief Chapter Outline What Is a Marketing Strategy? The Marketing Plan Growth Strategies Connect Learning Aids Learning Objectives LO 2-1 Define a marketing strategy A marketing strategy identifies (1) a firm's target markets(s), (2) a related marketing mix (four

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