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A B; channel of distribution: the path a product takes from producer or mfg. to final user: intermediaries(or middlemen) businesses involved in sales transactions that move products

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provide value to producers since they have expertise in certain areas

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Research that centers on evaluating product design, package design, product usage, and consumer acceptance of new and existing products. quantitative research. Marketing research that answers questions that begin with "how many" or "how much." qualitative research.

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Chapter 22 Physical Distribution

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Chapter Test For Marketing Essentials

Marketing Essentials--Chapter 26. markup pricing. cost-plus pricing. one-price policy. flexible-price policy. difference between the price of an item and its cost that is e. all costs and expenses are calculated and the desired profit i. all customers are charged the same price for the goods and ser.

Marketing Essentials Answers Chapter

Marketing Essentials Chapter 5 Test. STUDY. PLAY. business. is all of the activities involved in producing and marketing goals and services. production. the process of creating, growing, manufacturing, or improving on goals and services. marketing. selling goods and services in the marketplace. Marketing Essentials Chapter 5 Test Answers ...

Chapter 5 Marketing Essentials Test

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