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21) Explain Market Offerings And Marketing Myopia.  
Answer: Consumers' Needs And Wants Are Fulfilled Through Market Offerings - Some Combination Of Products, Services, Information, Or Experiences Offered To A Market To Satisfy A Need Or A Want. Market Offerings Are Not Limited To Physical Products. They Also Include Services - Activities Or Mar 13th, 2022

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C) An SBU D) A PLC E) A Value Delivery Network  
Answer: C Diff: 2 Page Ref: 43 Skill: Concept Objective: 2-2 20) After Management Has Identified The Key Businesses Making Up Its Company, What Is The Next Step? A) Identify Businesses In Which To Invest B) Assess The Attractiveness May 11th, 2022

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