

Intro to Business Chapter 13-16 Test

Terms In this set (75)

What's marketing?	Create, communicate and deliver value to customers at a profit
What are the 4 Era's of U.S. marketing?	Production, selling, marketing concept, customer relationship era's
What's the production and seeking era?	The general philosophy was "produce what you can because the market is limitless". After mass production , the focus turned from production to persuasion.
What's the marketing concept era?	After WWII, a consumer spending boom developed. Businesses knew they needed to be responsive to consumers if they wanted their business

Intro To Business Chapter Study Guide

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