

Foundations of Marketing Essentials

Marketing · Answer Key · 1 Questions

1. What is the primary goal of marketing according to the American Marketing Association's definition?

A) To solely sell products at any cost.

B) To create, communicate, deliver, and exchange offerings that have value for customers, clients, partners, and society at large.

C) To maximize company profits regardless of customer needs or wants.

D) To produce goods and services as efficiently as possible.