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Brainstorming 130. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a . a. group b. bi-variant population c. sample d. market target 131. The goal of the marketing logistics system should be to provide: a. a targeted level of promotional support. b.

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Marc Oliver Opresnik (/ ɒ s ' p r ε s n ɪ k / oh-PRESS-ik; born September 27, 1969) is a German professor, scholar, author and researcher. He is a professor of business administration with focus on marketing at the Lübeck University of Applied Sciences in Germany and Chief Research Officer at Kotler Impact Inc., the organization founded by the American marketing professor Philip Kotler.

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