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B) Value-added selling has emerged as a response to the customer economy. C) Value-added selling surfaced during the era of transactional selling. D) Value-added selling

would not be an appropriate strategy in international markets. E) Value-added selling is only appropriate for services, not products.

Answer: B Diff: 2 Page Ref: 44

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1) Information technology aids salespeople in creating and maintaining relationships with customers. Answer: TRUE Diff: 1 Page Ref: 42 Objective: LO1 2) A company that ignores

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