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As The Opportunities And Threats That The Organization Is Likely To Face. In This Section, The SWOT Analysis Of Dunkin Donut Is Presented. Strengths 1th, 2024Principles Of Marketing, 16e (Kotler) Chapter 1 Marketing ...Suffer From Marketing Myopia. Answer: FALSE Skill: Concept Objective: LO 1.2: Explain The Importance Of Understanding The Marketplace And Customers And Identify The Five Core Marketplace Concepts. Difficulty: Moderate 23) A Market Is The Set Of Actual And Potential Buyers Of A Product Or Service. 2th, 2024.

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