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12. The marketing plan is a written document that acts as a guidebook of marketing activities for a marketing manager. ANS: T PTS: 1 REF: 31 OBJ: 02-3 TOP: AACSB Reflective Thinking KEY: CB&E Model Marketing Plan MSC: BLOOMS Level I Knowledge 13. A firm's mission statement should answer the question, "What products do we produce best?"

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