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Chapter 6 Business Marketing 1 1 Lamb, Hair, McDaniel CHAPTER 7 Business Marketing 20102010-20112011 2 LO 1Describe business marketing LO 2Describe the role of the Internet in business

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LEARNING OUTCOMES. 2-1 Understand the importance of strategic planning Strategic planning is the basis for all marketing strategies and decisions.

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Chapter 02 Strategic Planning for Competitive Advantage TRUEFALSE 1. Unlike an operating decision, a strategic decision probably will not have a big impact on the long-

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Page 6 d. Business firms need to have a good understanding of the needs of the marketplace. ANSWER: d RATIONALE: The fundamental problem with a sales orientation, as with a production orientation, is a lack

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