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Contemporary Marketing 16th edition Quiz 2 Ch.2 - Quiz 2... This preview shows page 1 - 2 out of 2 pages. Quiz 2 Ch.2 1.The Coffee Cup,a popular coffee in Switzerland,is trying to expand its business to Canada.It decides to enter into a partnership with a Canadian bookstore chain to set up coffee shops inside bookstores,an arrangement which will benefit both firms.

### Contemporary Marketing 16th edition Quiz 2 Ch.2 - Quiz 2 ...

Boone&Kurtz: Contemporary Marketing 16th Edition Chapter 12. You're welcome :) STUDY. PLAY. Product. Bundle of physical, service, and symbolic attributes designed to satisfy a customer's wants and needs. Services. Intangible tasks that satisfy the needs of consumers and business users. Goods.

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