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016 Types of Cognitive

Learning Theory Figure

7 – 14: Ad based on

split-brain theory

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vice president of a large
soft-drink company.

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advertising agency is in
the process of
negotiating a contract to
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female singer to

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promote its product.

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Chapter 2

Segmentation,

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Targeting and
Positioning 1) The
process of dividing a
market into distinct
subsets of consumers
with common needs or
characteristics is known
as _____. A) target
marketing B) market
segmentation C) mass
marketing D) the
marketing concept E)
market evaluation

Answer: B Diff: 1

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