

## Quizlet Marketing Chapter 5

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### Marketing Chapter 5: Consumer Behavior Flashcards

Essentials of Marketing (Chapter 5) Shared Flashcard Set. Details. Title. Essentials of Marketing (Chapter 5) Description. Final Consumers and Their Buying Behavior. Total Cards. 42. Subject. Marketing. Level. Post-Graduate. Created. 11/07/2012. Click here to study/print these flashcards. Create your own flash cards! Sign up here.

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Quizlets for each chapter of the text are posted below. Each contains concepts I feel will most likely be on your final exam. You may need to copy the link into FireFox if practicing at school.

### Chapter 5: Market Segmenting, Targeting, and Positioning

Marketing Chapter 1: Overview of Marketing - 22 cards; Marketing Chapter 2 - 28 cards; Marketing Chapter 2 - 188 cards; Marketing Chapter 2: Analyzing the Marketing Environment - 13 cards; Marketing Chapter 4 - 20 cards; Marketing Chapter 4 - 171 cards; Marketing Chapter 4: Developing Marketing Strategies - 26 cards; Marketing Chapter 5 - 7 cards

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- Selective attention The tendency for people to screen out most of the information to which they are exposed. - Selective distortion The tendency for people to interpret information in a way that will support what they already believe.

### Principles of Marketing Chapter 5 Flashcards

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