

"At Dodson, we sell shoes" is a market-oriented business definition.

- False

According to the BCG matrix, products or businesses with a high market share in a high-growth market are classified as

- star

Demographic, economic, natural, technological, political, and cultural forces from the ____ of an organization

- Macroenvironment

_____ uses EEG and MRI technologies to track brain electrical activity to learn how consumers feel and respond.

- Neuromarketing

A company that sells personal care products sends a trained observer to watch potential buyers in their natural environments. This is an example of _____ research.

- Ethnographic

_____ is a discomfort caused by post-purchase conflict.

- Cognitive dissonance

When Goodyear sells replacement tires to final consumers. But its fate in business markets depends on getting orders from only a handful of large automakers. This represents the difference in ____ between business and consumer market.

- Derived demand