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Business philosophy stressing efficiency in producing a quality product, with the attitude toward marketing hat "a good product will sell itself". Sales Orientation Belief that consumers will resist purchasing nonessential goods and services, with the attitude toward marketing that only creative advertising and personal selling can overcome consumers' resistance and persuade them to buy.

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\_\_\_\_ 12. Advertising is a part of marketing. \_\_\_\_ 13. Today, marketing is called upon only to handle problems. \_\_\_\_ 14. People who understand the basics of marketing are in high demand in the business world. \_\_\_\_ 15. Today's marketers do not have to look for new markets. \_\_\_\_ 16.

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