**Checkpoint Questions**

* Page 17 - Name three historical approaches to marketing that businesses used in the twentieth century.
* Page 18 – What is meant by the Marketing Concept?

**Think Critically Questions, pg. 19**

1. Why did businesses not have to concentrate on marketing in the early part of the 2oth century?
2. Why might too much emphasis on promotion and selling result in dissatisfied customers?
3. How does the use of the marketing concept result in greater customer satisfaction than tradition approaches in marketing?