**QUIZ Marketing Myopia**

**Who coined the term marketing myopia?**

Thomas LevittTheodore Levitt

Dale CarnegieDonny Deutsch

**1. What's the best explanation of marketing myopia?**

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Marketing for an optometrist

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Marketing strategy for the short-term

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Marketing that is shortsighted

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Marketing that focuses merely on selling a product

**2. If you suffer from myopic marketing, what do you view the role of marketing as for a company that sells buggy whips?**

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To create sales of buggy whips

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To satisfy the needs of horse lovers

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To satisfy the needs of outdoor enthusiasts

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To satisfy the needs of people who use transportation