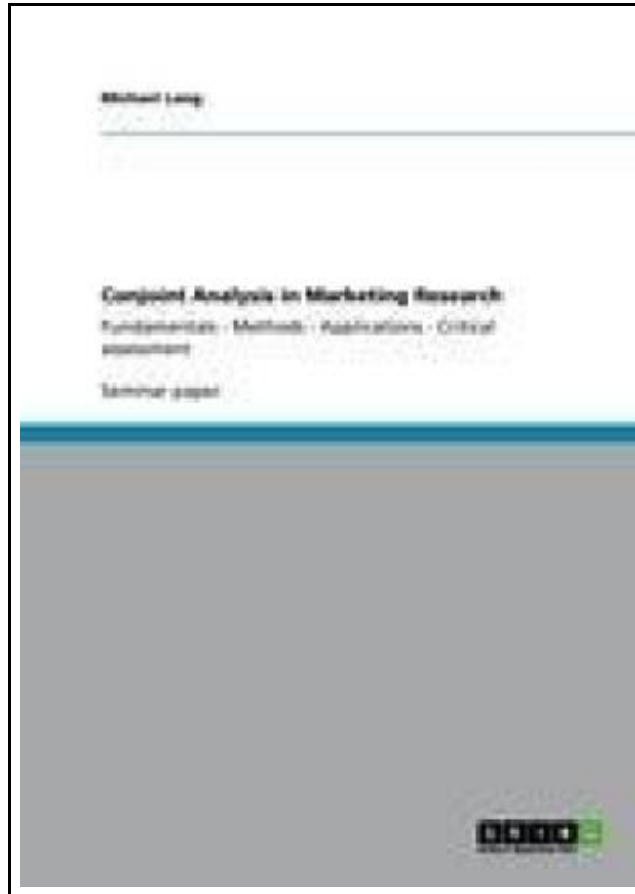


Conjoint Analysis in Marketing Research



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CONJOINT ANALYSIS IN MARKETING RESEARCH



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