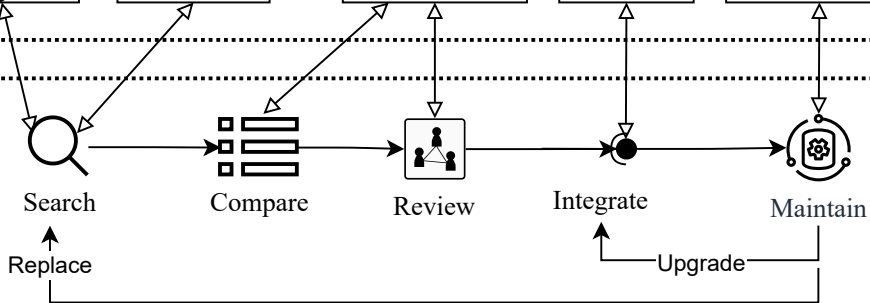
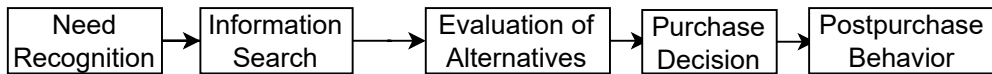


## Marketing Theory: Consumer Buyer Decision Process



## Library Adoption Process