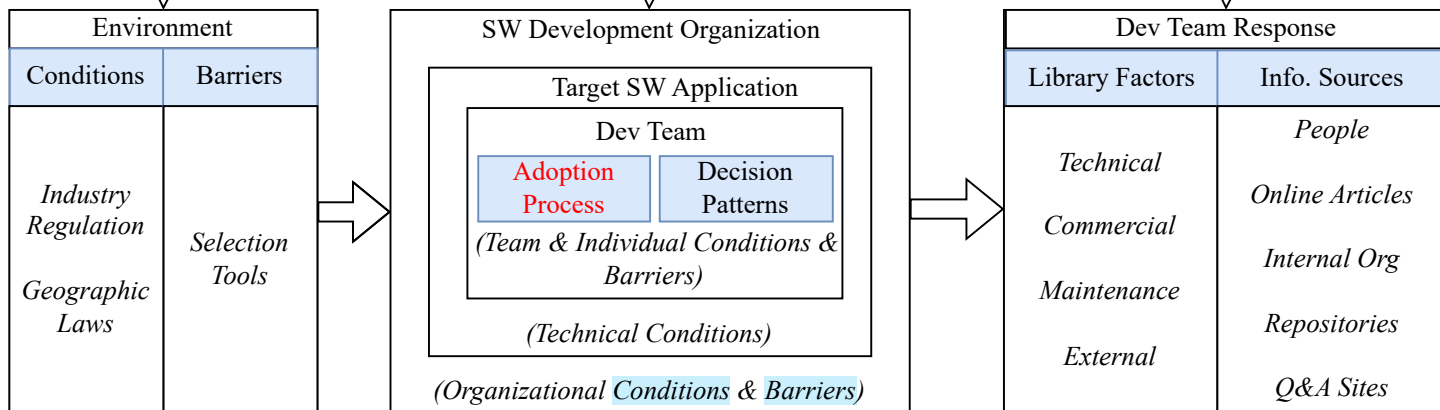
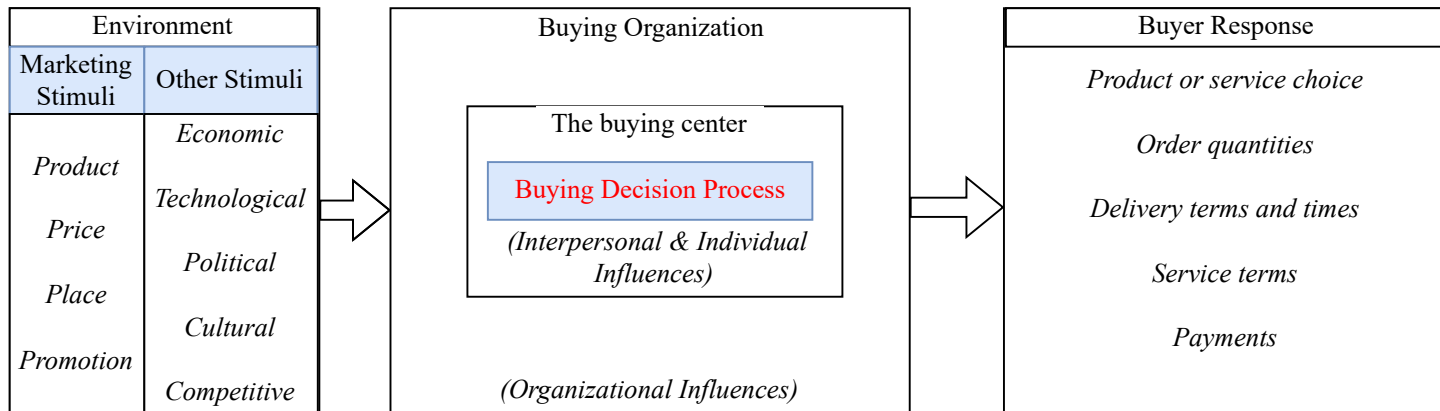


Marketing Theory: Business Buyer Behavior Model



Library Adoption Model