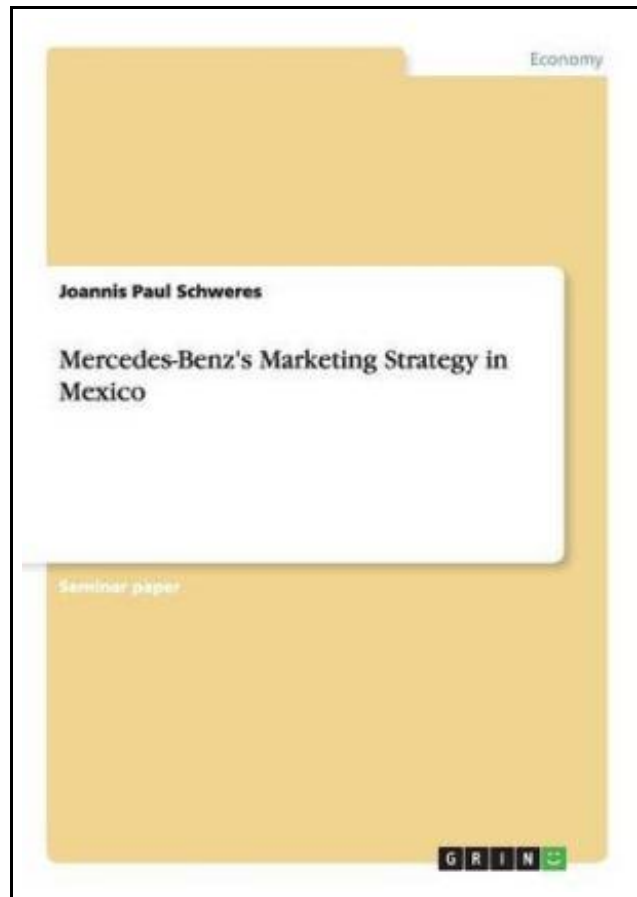


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MERCEDES-BENZ'S MARKETING STRATEGY IN MEXICO



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