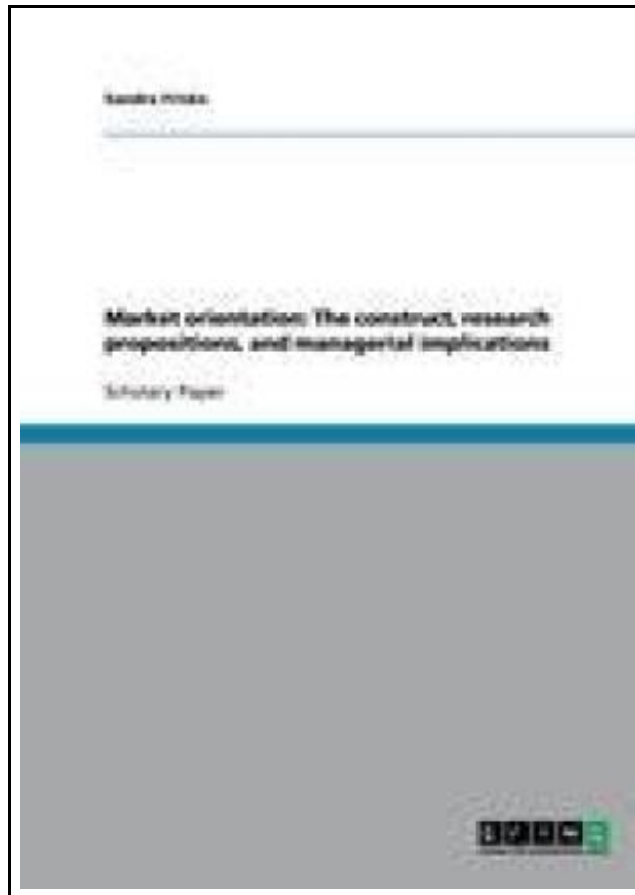


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(Ellie Stark)

MARKET ORIENTATION: THE CONSTRUCT, RESEARCH PROPOSITIONS, AND MANAGERIAL IMPLICATIONS



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