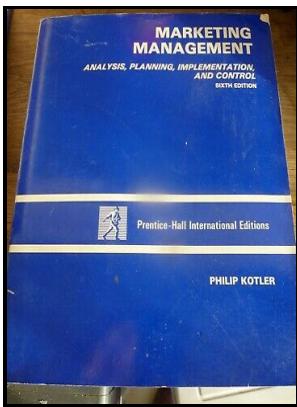


Marketing management - analysis, planning, implementation, and control

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