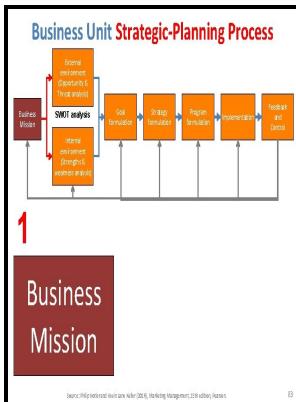


Marketing Management - Analysis, Planning, Implementation, and Control

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