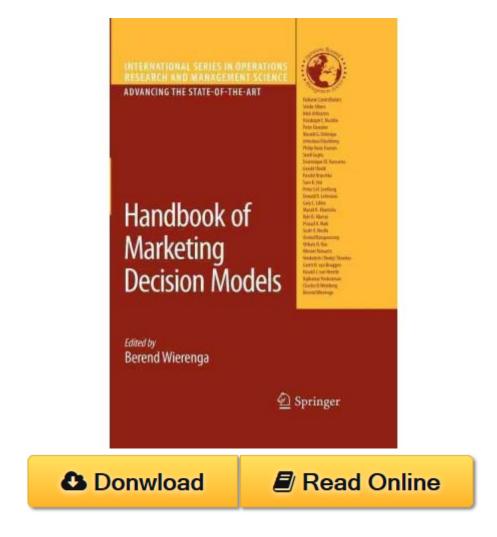
## [(Handbook of Marketing Decision Models )] [Author: Berend Wierenga] [Feb-2010] PDF



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