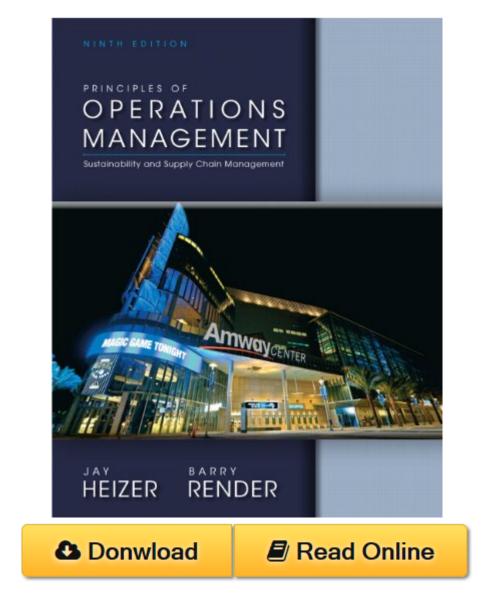
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Directed primarily toward undergraduate business college/university majors, this text also provides practical content to current and aspiring industry professionals.

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