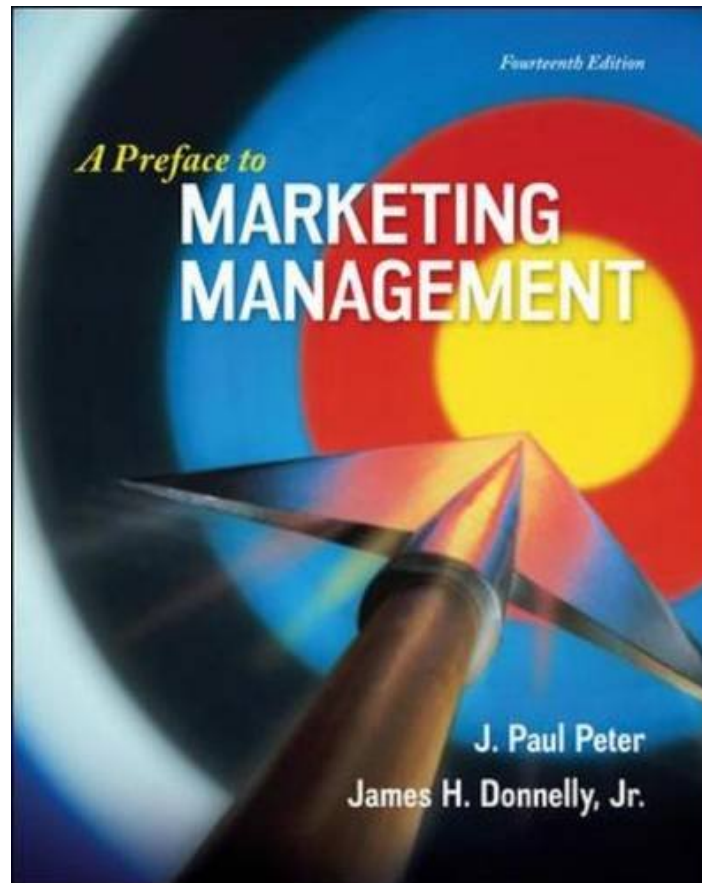


# PDF FULL A Preface to Marketing Management by J. Paul Peter, James H Donnelly Jr



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