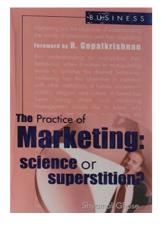
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THE PRACTICE OF MARKETING: SCIENCE OR SUPERSTITION?



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- Authored by Shyamal Ghose, Foreword By R. Gopalkrishnan
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