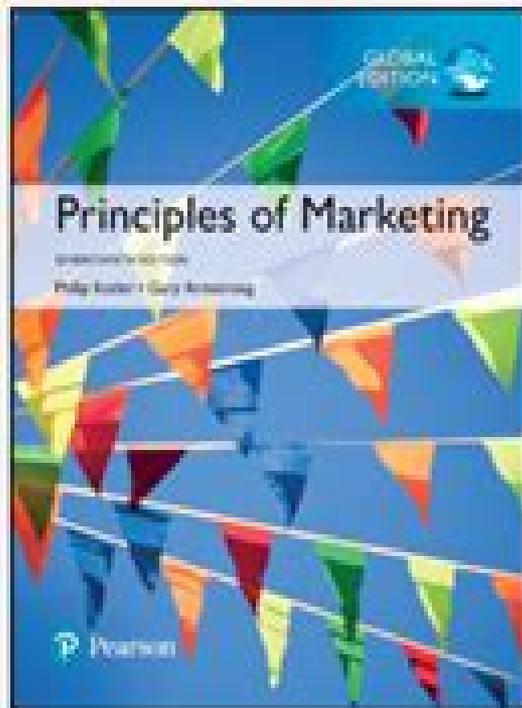




# Principles of Marketing

## Seventeenth Edition



## Chapter 7

Customer Value-Driven Marketing Strategy: Creating Value for Target Customers

Lecturer: Dr. Vu Hoang Linh, Ph.D.

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**Kathleen Armour**



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