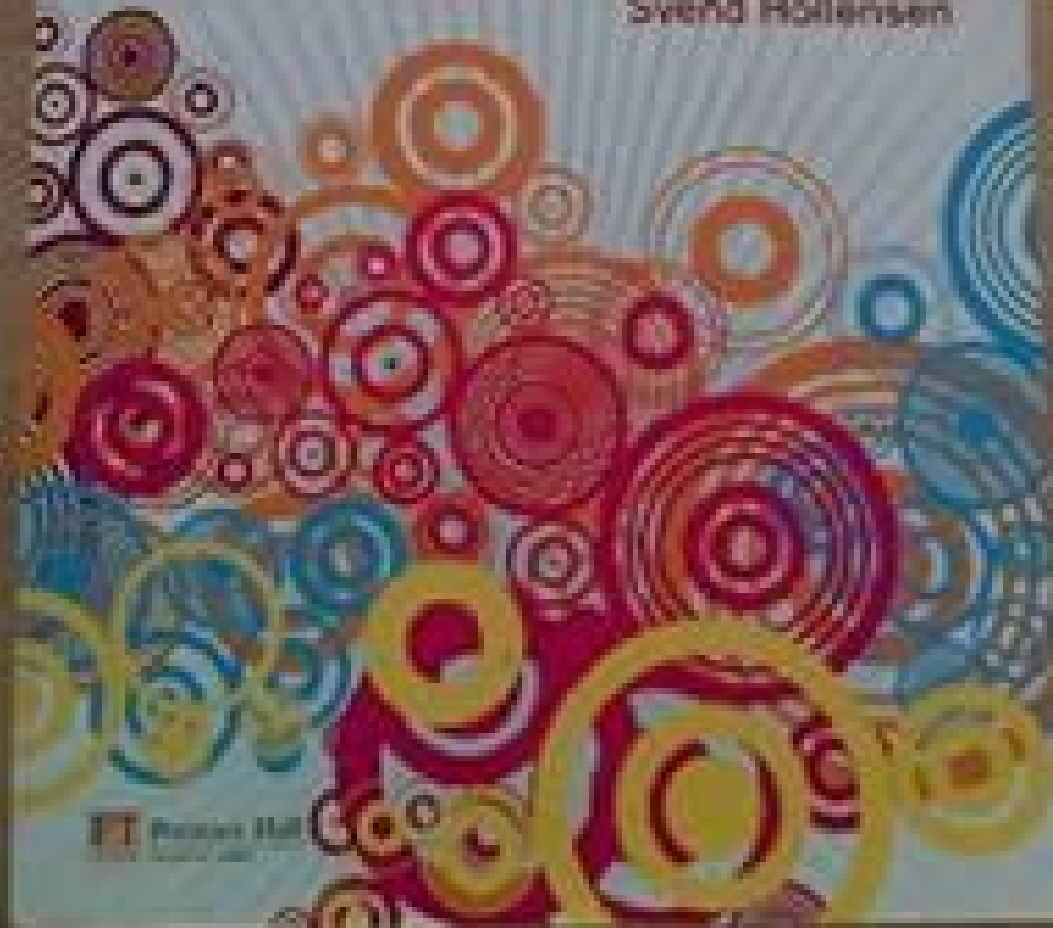


Second Edition

MARKETING MANAGEMENT

A RELATIONSHIP APPROACH

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