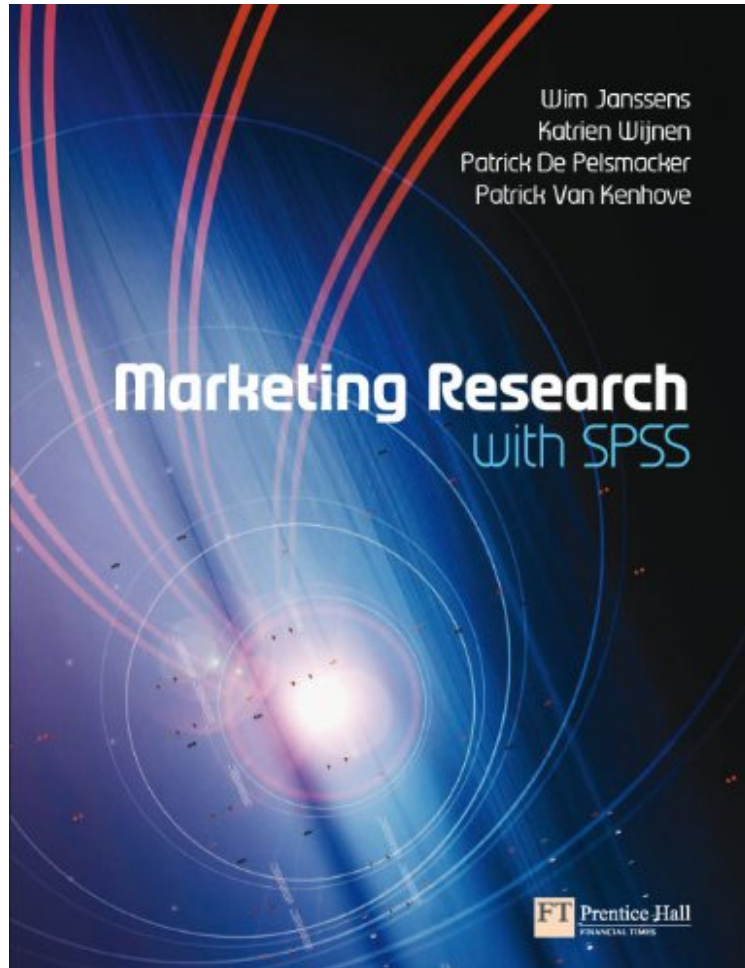


## Marketing Research with SPSS

*Patrick De Pelsmacker, Patrick Van Kenhove, Wim Janssens, Katrien Wijnen*  
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