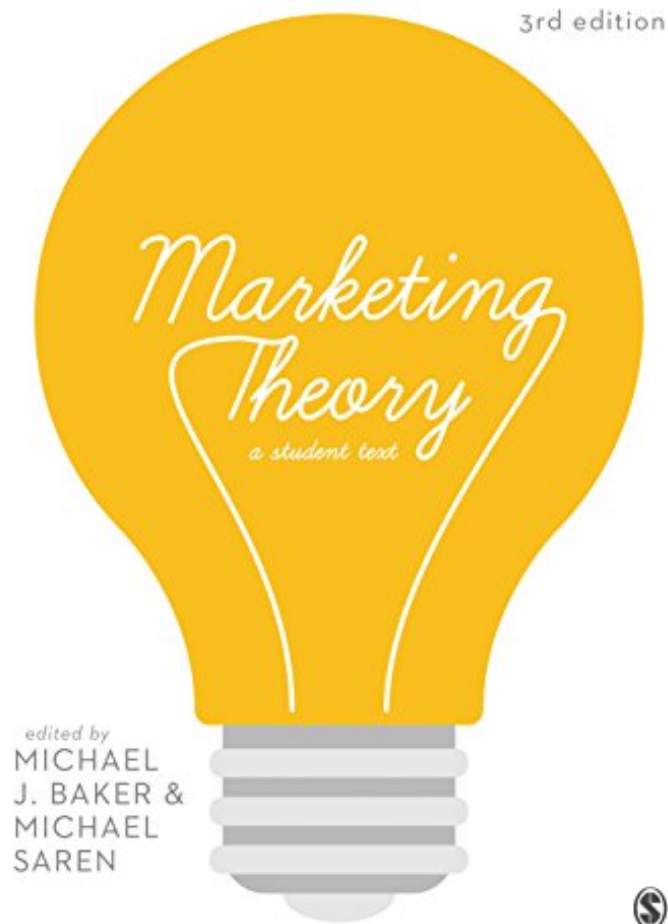


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Marketing Theory: A Student Text

Michael Baker, Michael Saren

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