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Basic Marketing

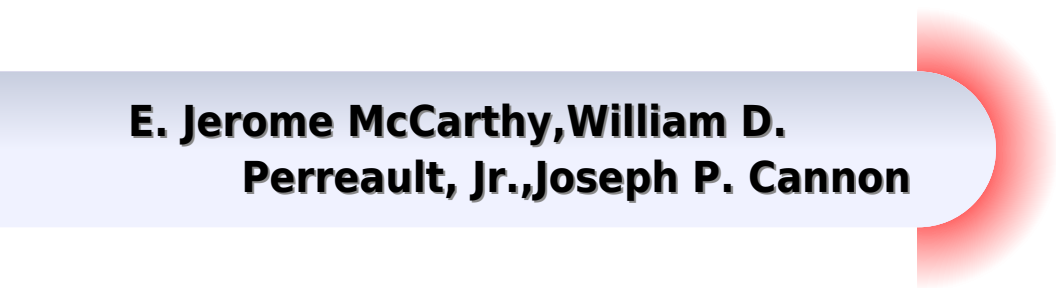
A Global-Managerial Approach

William D. Perreault, Jr.
E. Jerome McCarthy



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