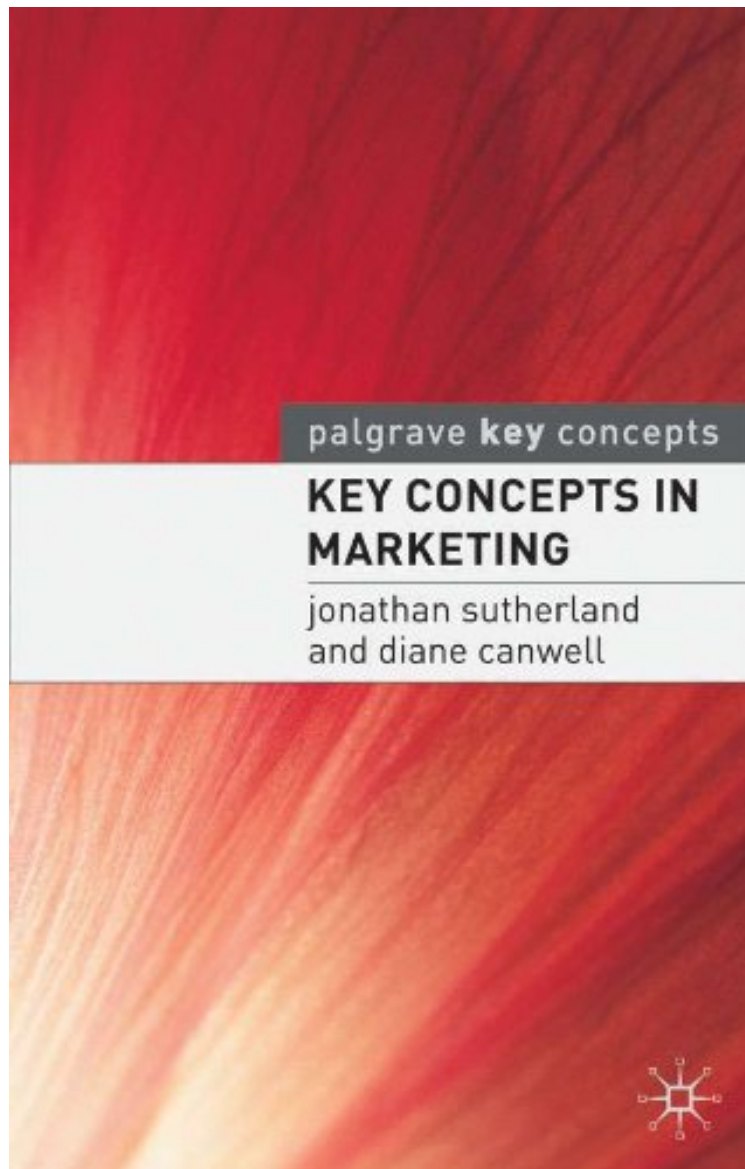


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## Key Concepts in Marketing (Palgrave Key Concepts)

*Jonathan Sutherland, Diane Canwell*  
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