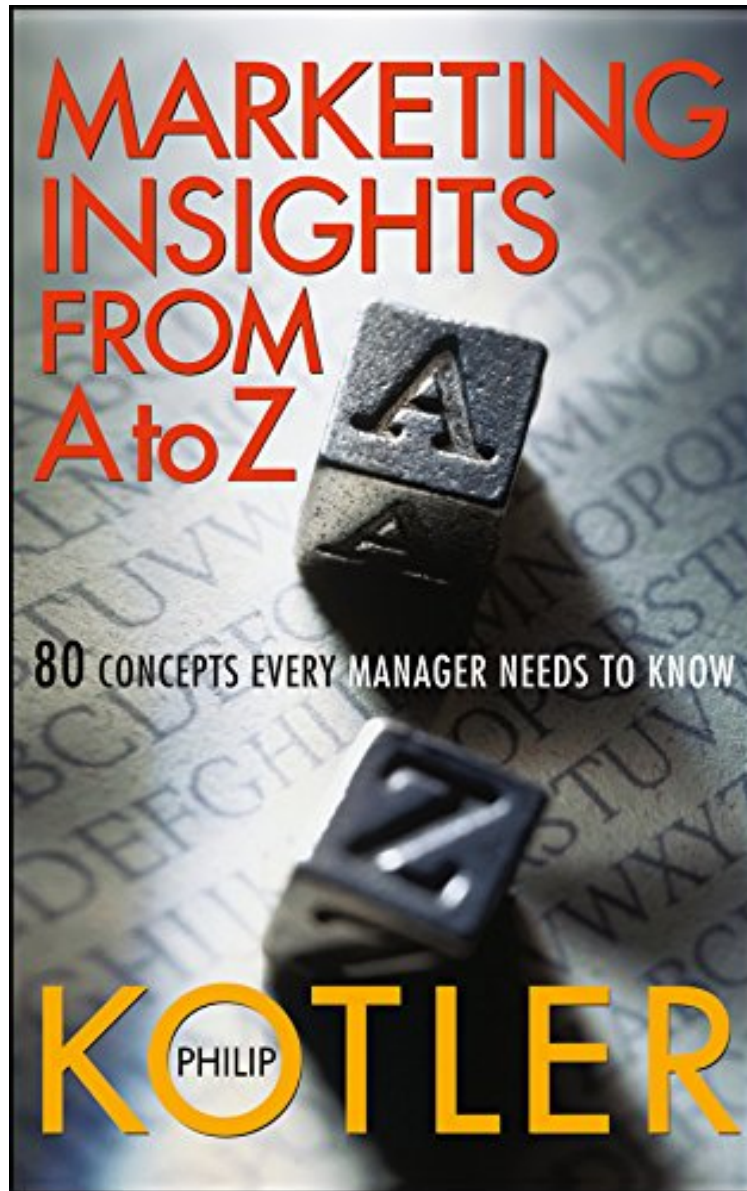


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Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know

Philip Kotler

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