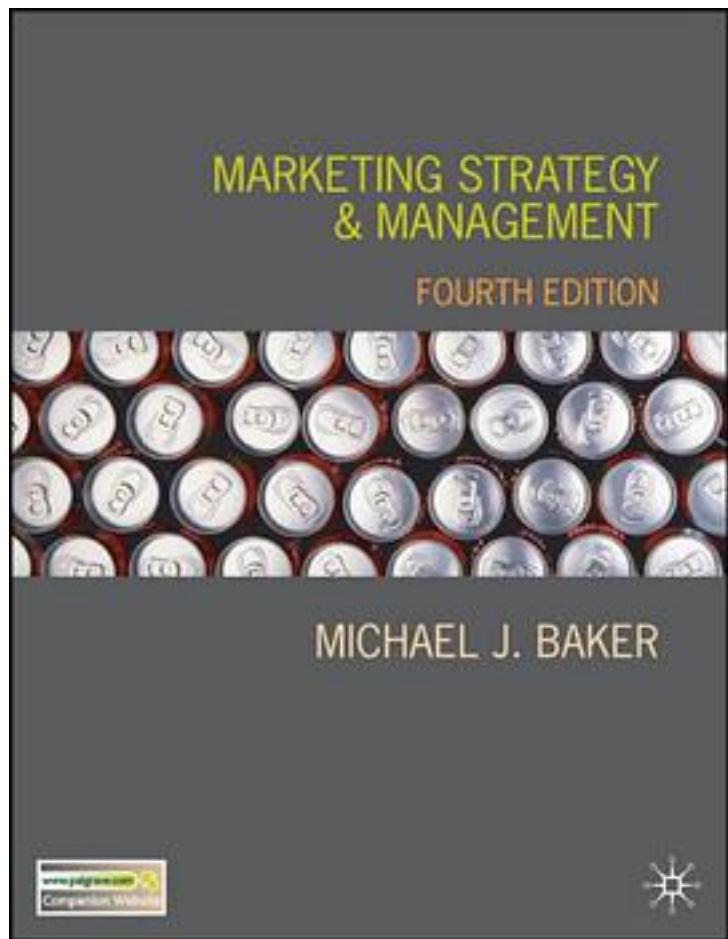


Marketing Strategy and Management



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The new edition of "Marketing Strategy and Management" brings a classic text up-to-date. Building on its reputation for academic rigor, it retains the traditional functional approach to marketing but incorporates current research and topical

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