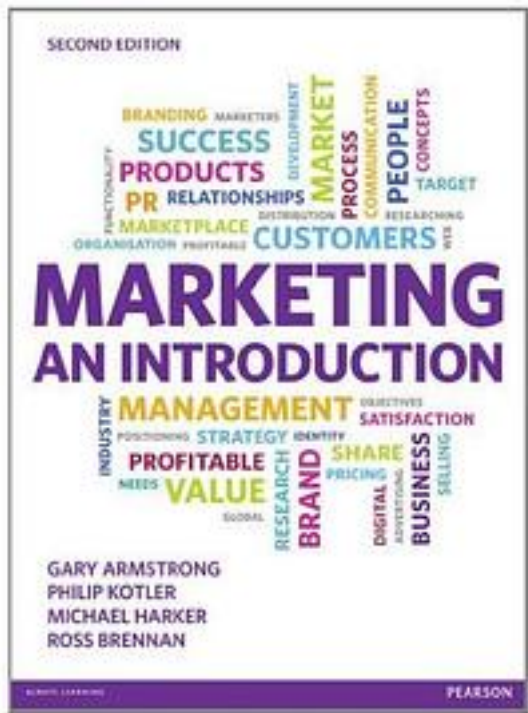


Marketing



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Book Description This proven, consistent text provides thorough treatment of e-commerce, emerging markets, new technologies and hot marketing trends. All concepts and topics are discussed with the goal of helping the reader adapt to, and strategically plan for, change

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