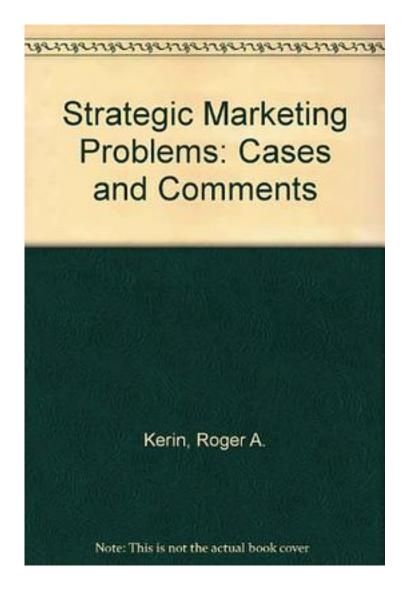
Strategic Marketing Problems



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Strategic Marketing Problems: Cases and Comments balances the concepts and tools useful for solving marketing problems with numerous case studies that challenge readers to apply what they ve learned.

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