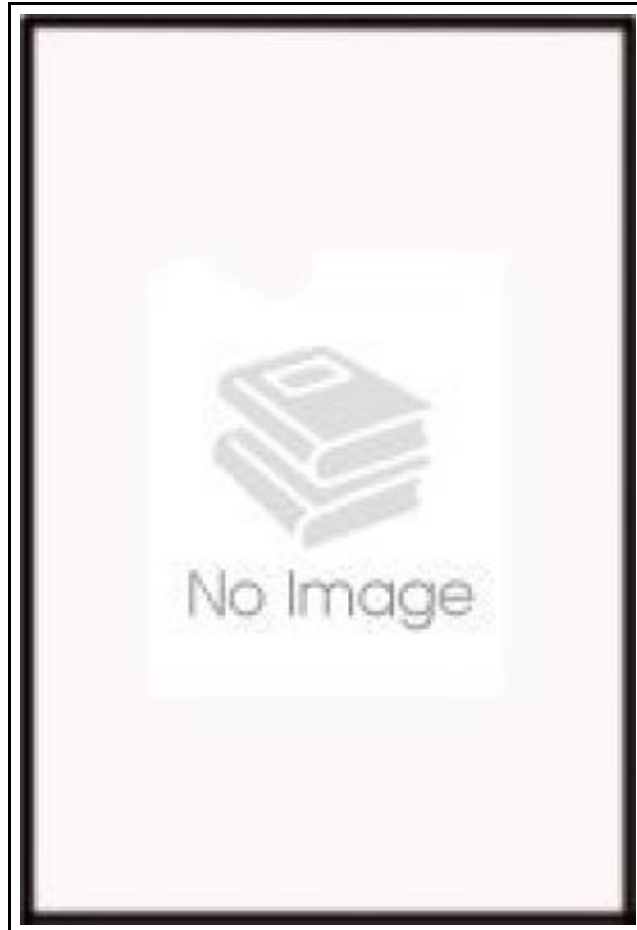


Marketing in a Nutshell: Key Concepts for Non-Specialists



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(Juliet Mertz)

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