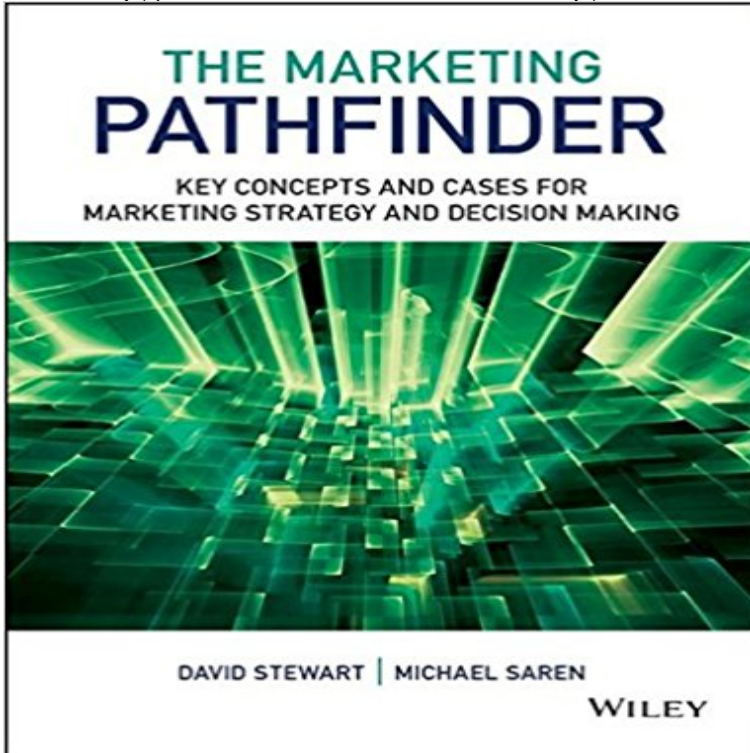


The Marketing Pathfinder: Key Concepts and Cases for Marketing Strategy and Decision Making



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