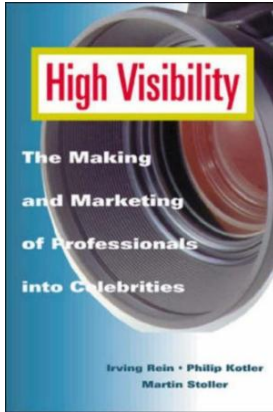


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- Authored by Irving J. Rein; Philip Kotler; Martin R. Stoller
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