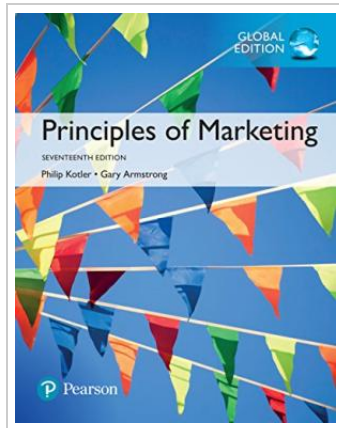




Principles of Marketing (17th Edition)

By Kotler, Philip T.; Armstrong, Gary

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