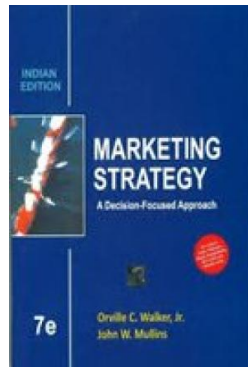


## Marketing Strategy: A Decision-Focused Approach (Seventh Edition)



### Book Review

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