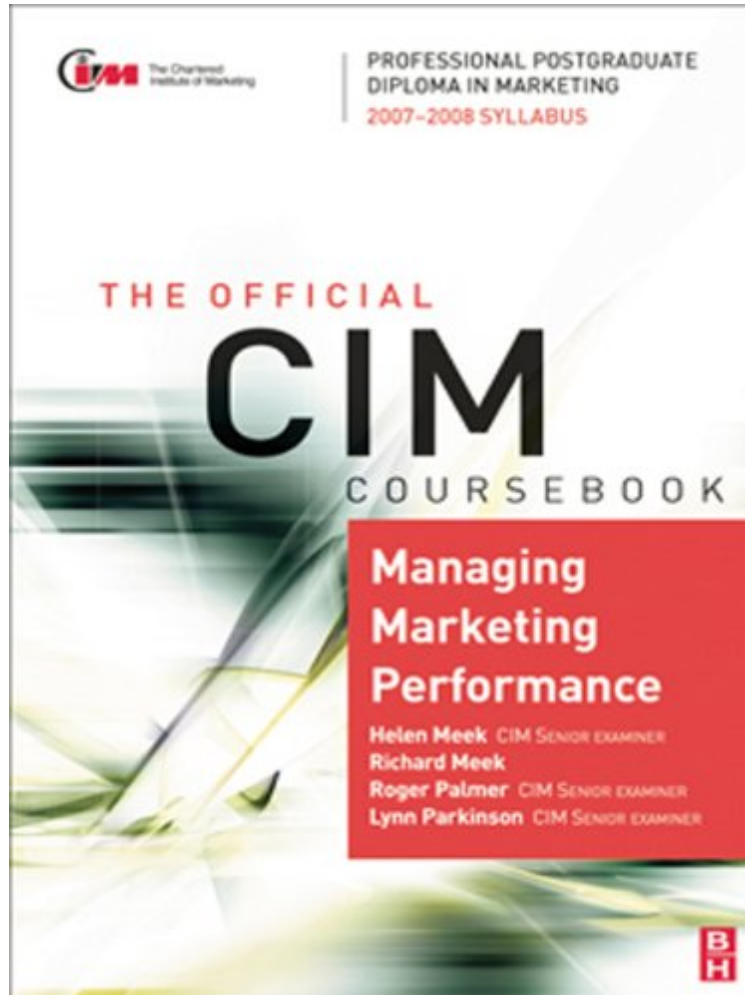


CIM Coursebook 07/08 Managing Marketing Performance

Helen Meek, Richard Meek, Roger Palmer, Lynn Parkinson
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