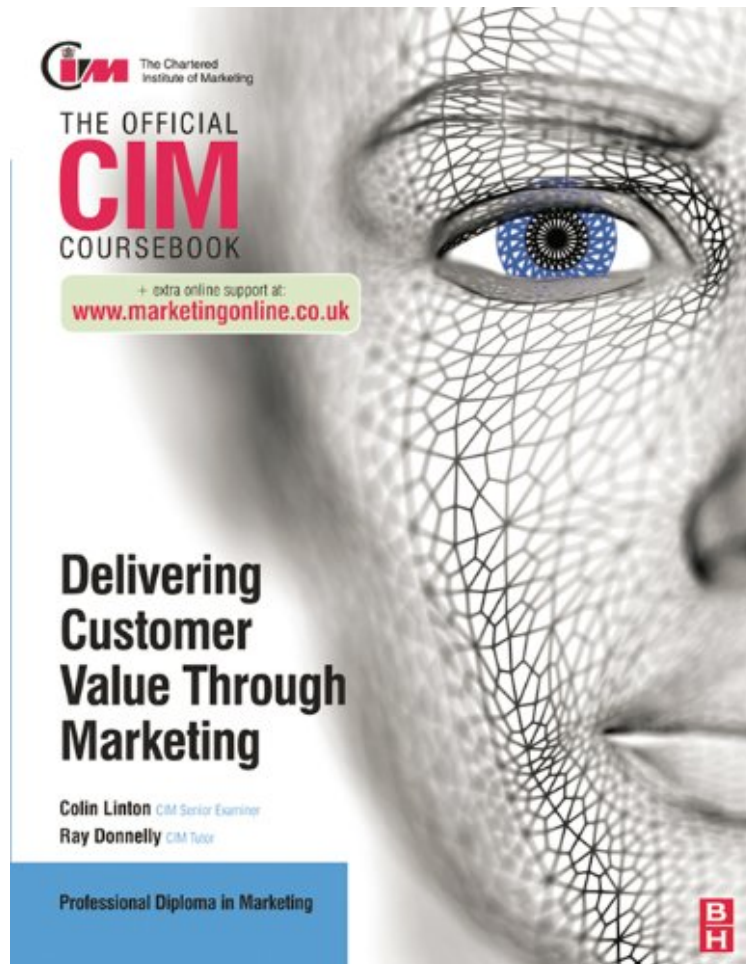


# CIM Coursebook: Delivering Customer Value through Marketing

*Ray Donnelly*

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