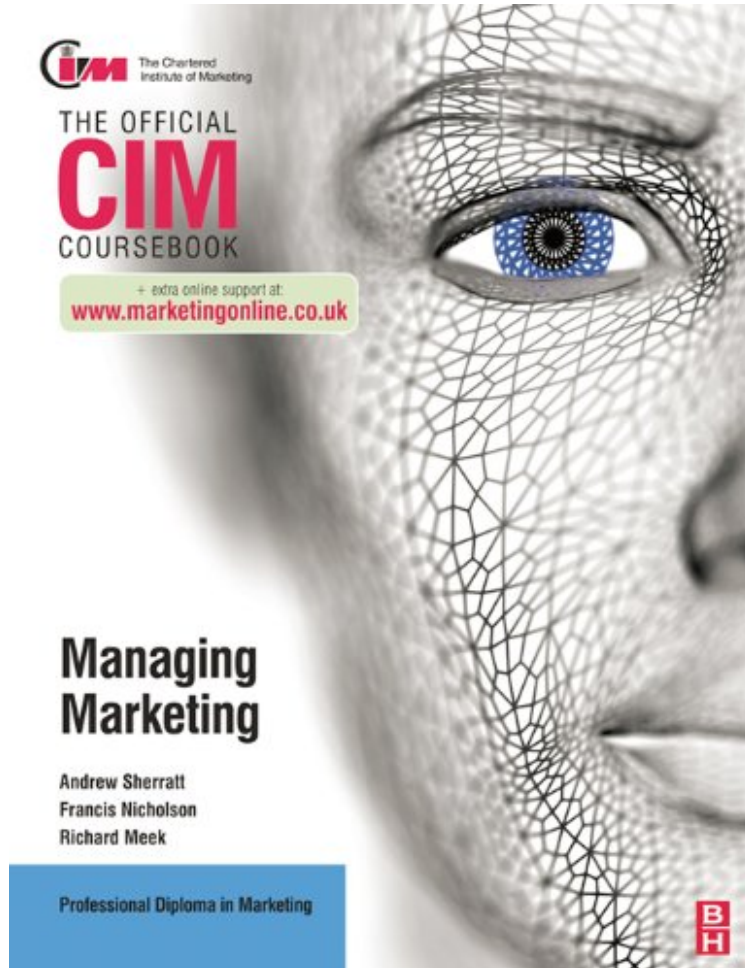


CIM Coursebook: Managing Marketing

Francis Nicholson, Richard Meek

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