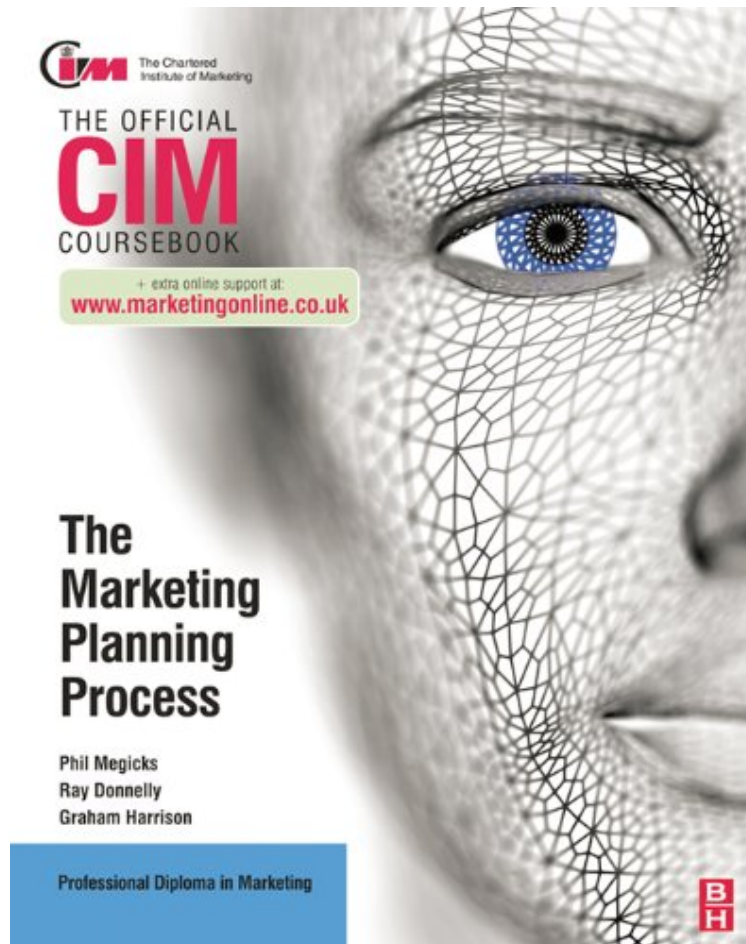


CIM Coursebook: The Marketing Planning Process

Ray Donnelly, Graham Harrison

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