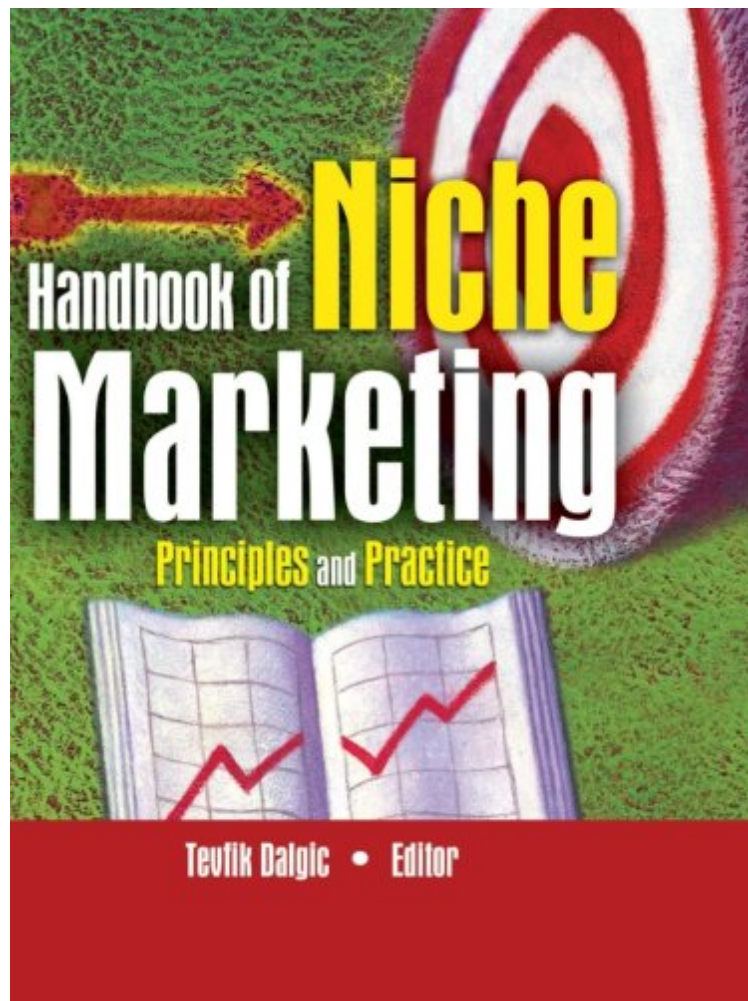


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## **Handbook of Niche Marketing: Principles and Practice (Haworth Series in Segmented, Targeted, and Customized Market)**

*Art Weinstein*

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