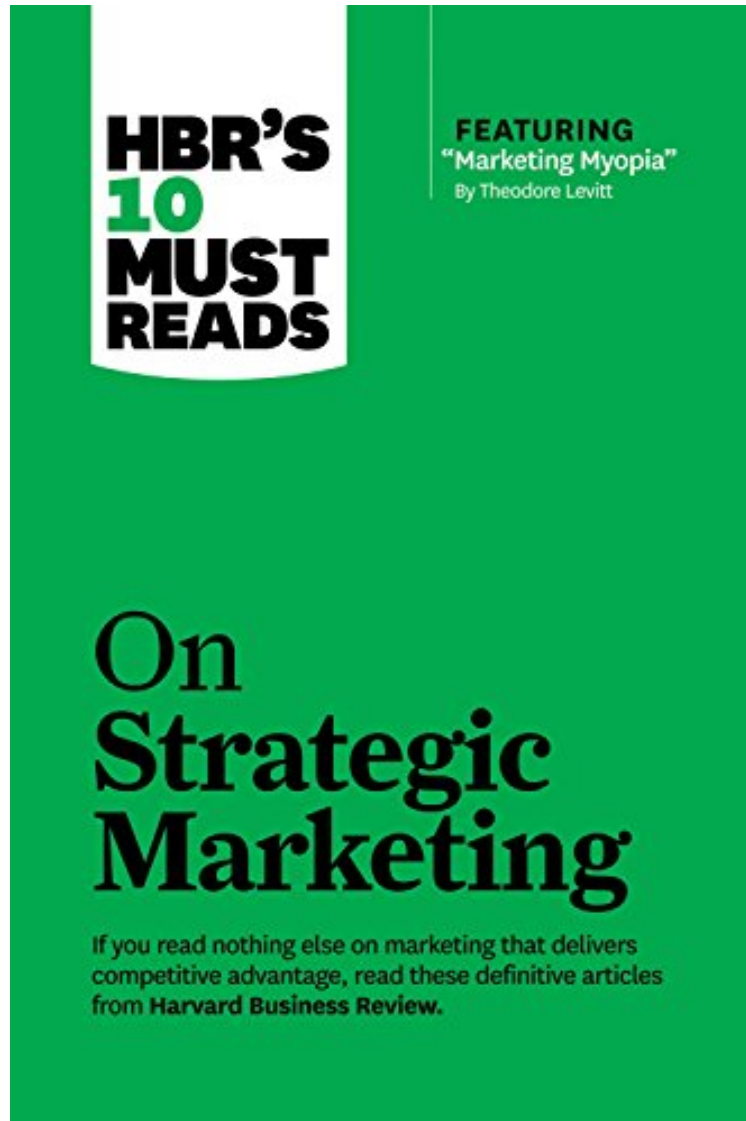


[Online library] HBR's 10 Must Reads on Strategic Marketing (with featured article *Marketing Myopia*, by Theodore Levitt)

## **HBR's 10 Must Reads on Strategic Marketing (with featured article *Marketing Myopia*, by Theodore Levitt)**

*Harvard Business Review, Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld*

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**Harvard Business Review, Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld : HBR's 10 Must Reads on Strategic Marketing (with featured article *Marketing Myopia*, by Theodore Levitt)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised HBR's 10 Must Reads on Strategic Marketing (with featured article *Marketing Myopia*, by Theodore Levitt):

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