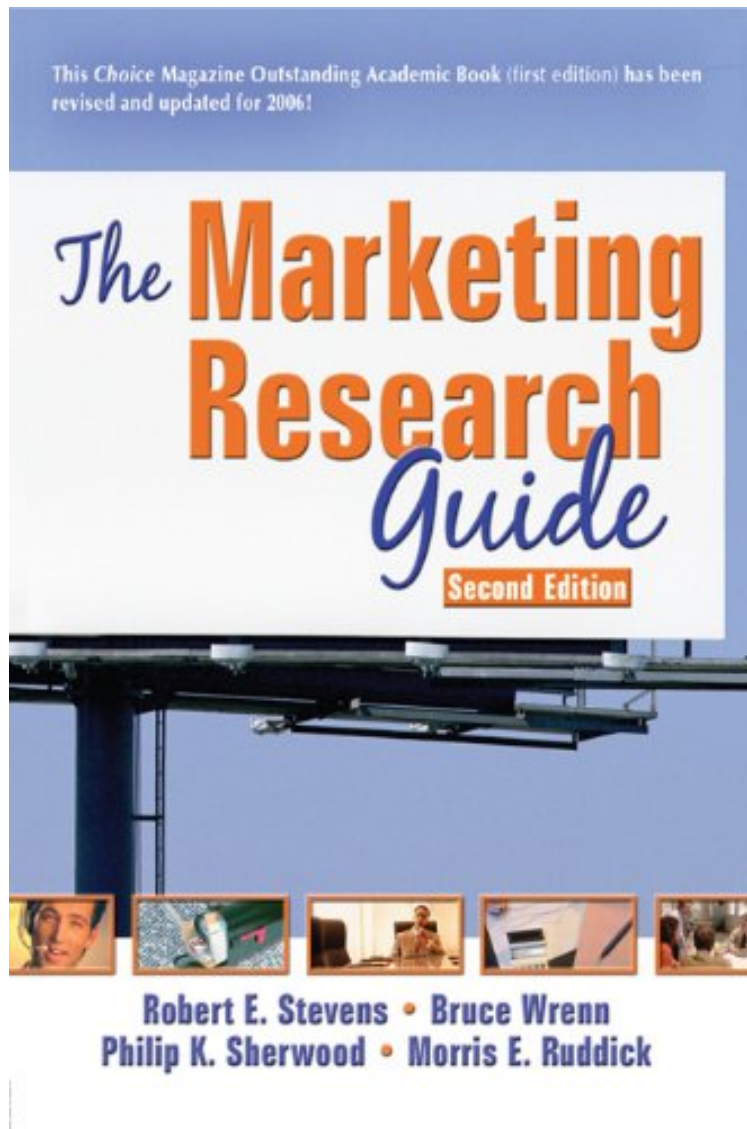


## The Marketing Research Guide, Second Edition

*Robert E Stevens, David L Loudon, Morris E Ruddick, Bruce Wrenn, Philip K Sherwood*  
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