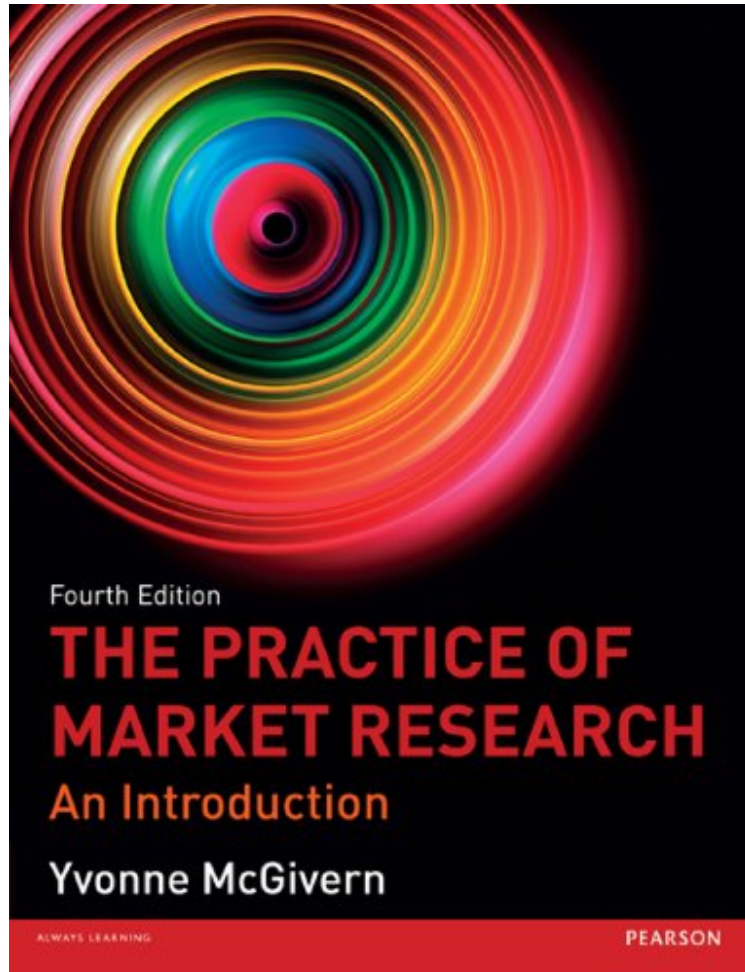


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The Practice of Market Research: An Introduction

Yvonne McGivern

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