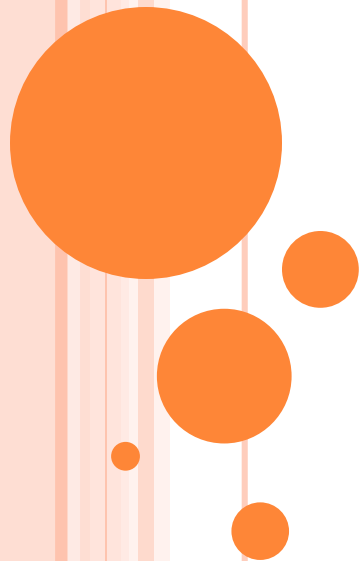


**Marketing Management**

**The Marketing Concept**

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# Product Differentiation



## Base of Product Differentiation

