

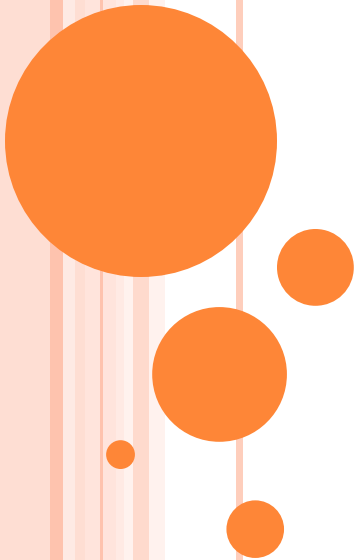
BBA-402

Marketing Management

The Marketing Concept

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Evolution of CRM to SCRM

