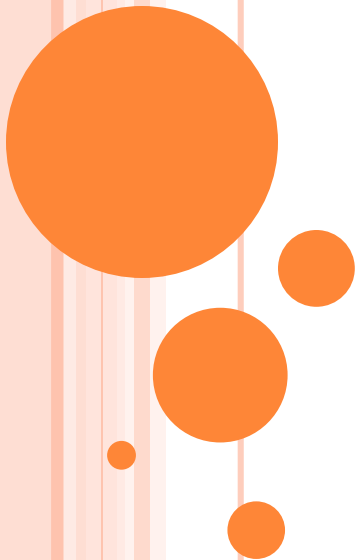


Marketing Management

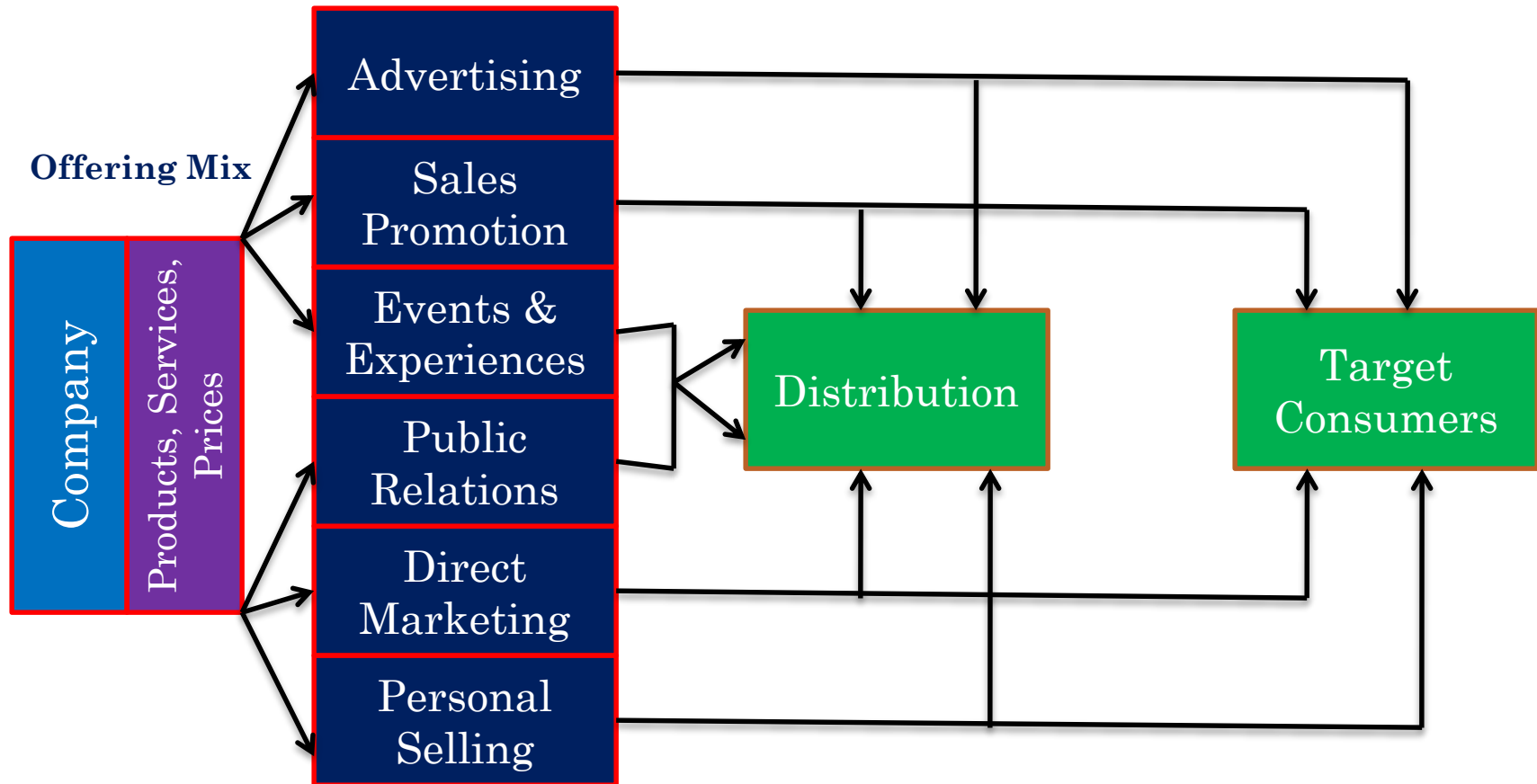
The Marketing Concept

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Communication Mix



Marketing-Mix Strategy

