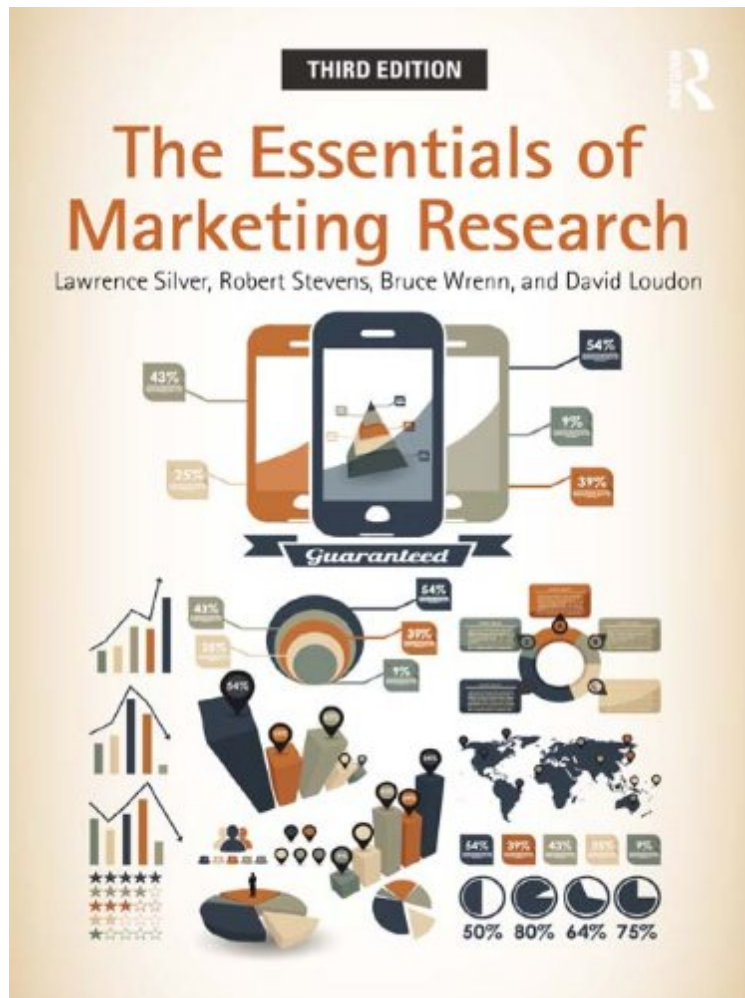


The Essentials of Marketing Research

Lawrence Silver, Robert E. Stevens, Bruce Wrenn, David L. Loudon

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