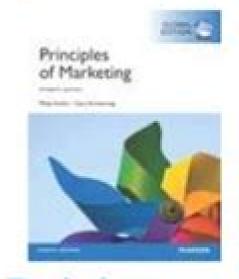


Principles of Marketing by Philip Kotler and Gary Armstrong

Chapter 10





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Understanding and Capturing Customer Value



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