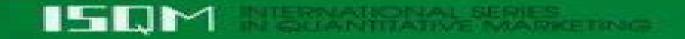
MARKET SEGMENTATION Conceptual and Methodological Foundations

MICHEL WEDEL WAGNER A. KAMAKURA



<u>Market Segmentation Conceptual And Methodological</u> <u>Foundations</u>

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