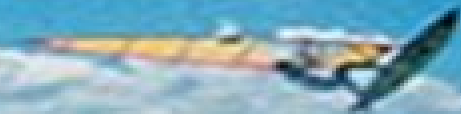


Eighth Edition



Marketing Management

A Strategic Decision-Making Approach

John W. Mullins | Orville C. Walker, Jr.

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