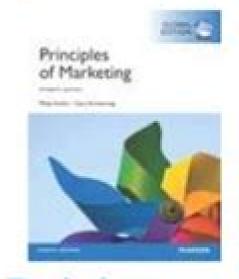


# Principles of Marketing by Philip Kotler and Gary Armstrong

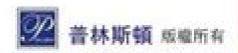
Chapter 10





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