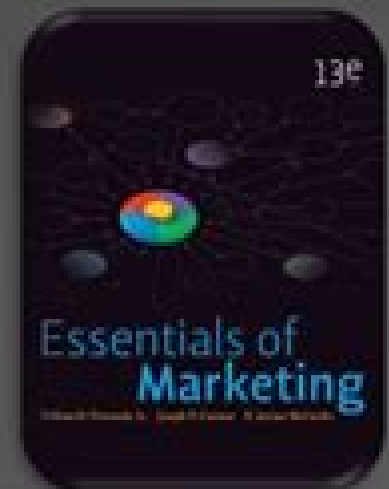


Essentials of Marketing



Chapter 1 Marketing's Value to Consumers, Firms, and Society



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