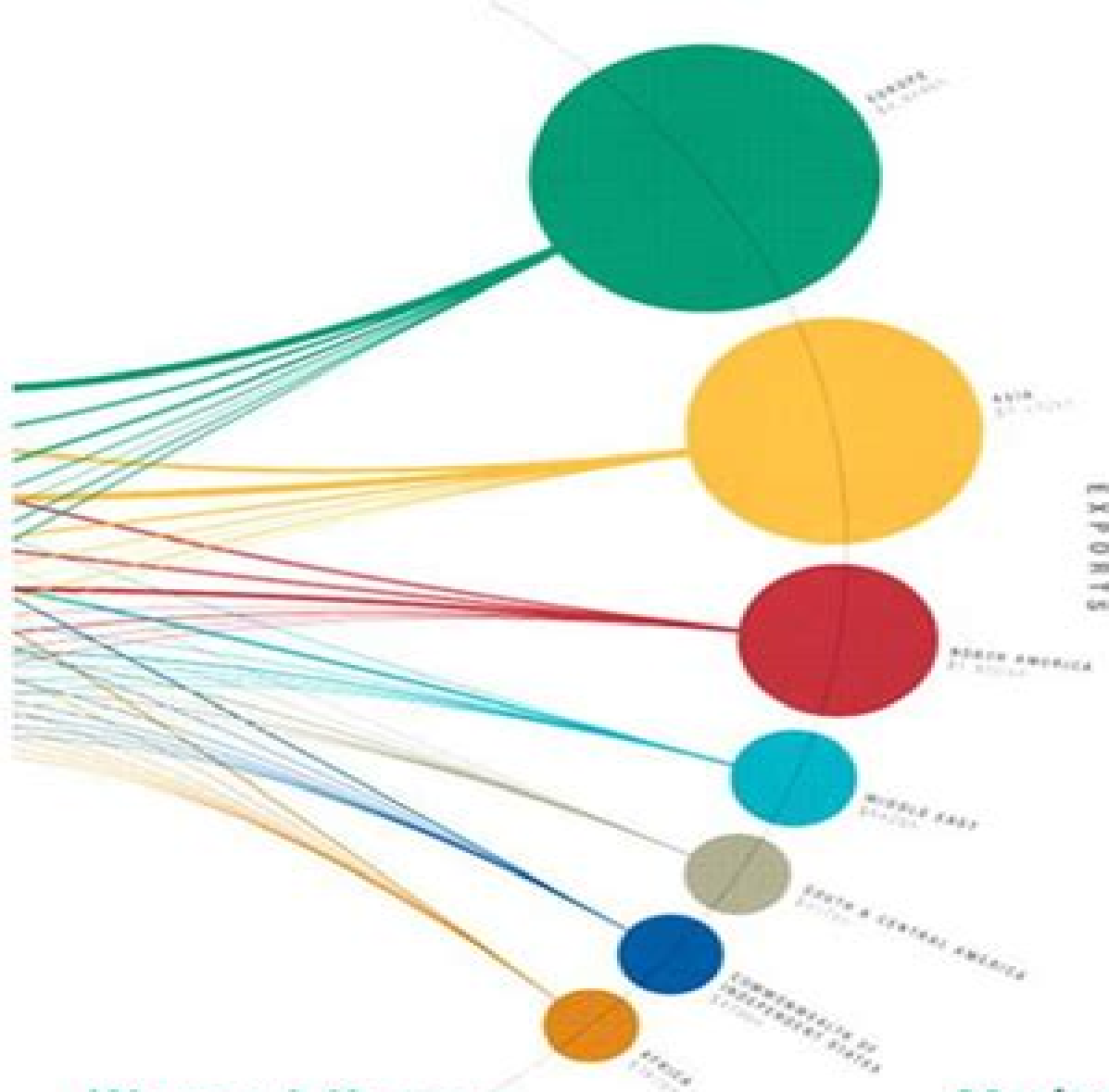




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SEVENTH EDITION

Global Marketing 7th Keegan

**Ilan Alon, Eugene Jaffe, Christiane
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