

PRINCIPLES OF MARKETING ENGINEERING AND ANALYTICS

3RD EDITION

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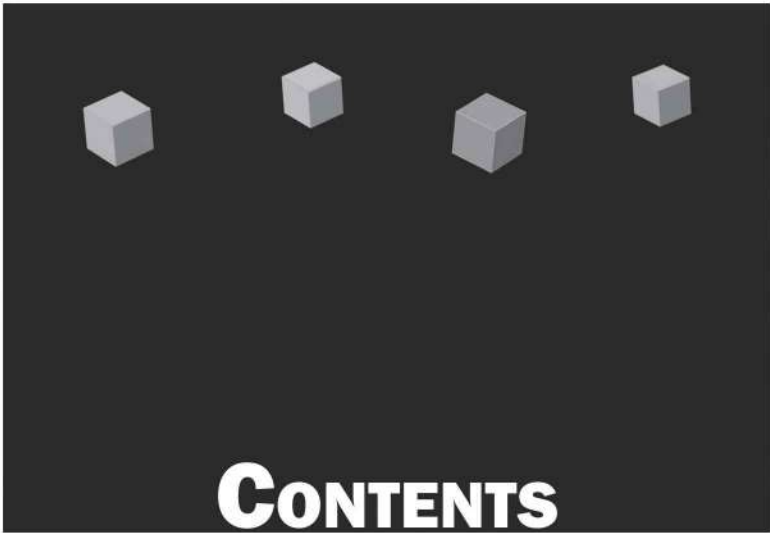
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