PRINCIPLES OF MARKETING ENGINEERING AND ANALYTICS

3RD EDITION

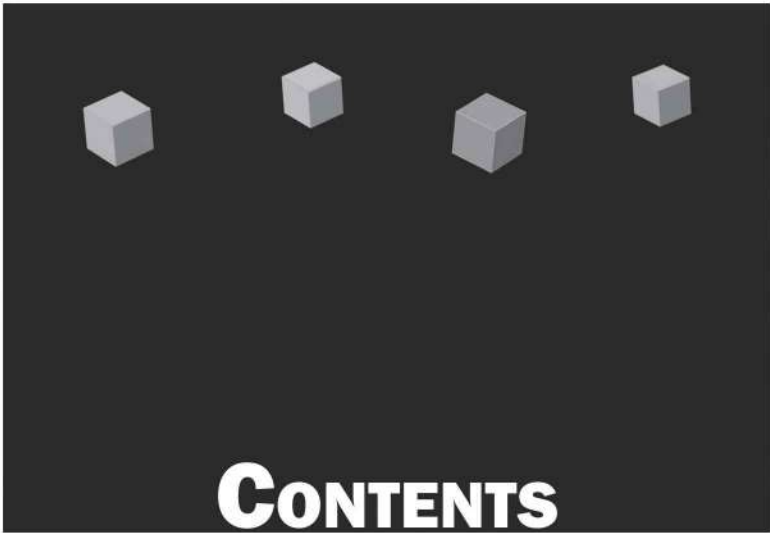**Gary L. Lilien**
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