

MARKETING

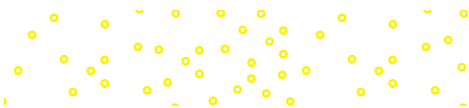
Sixteenth Edition

Roger A. Kerin

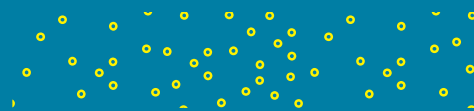
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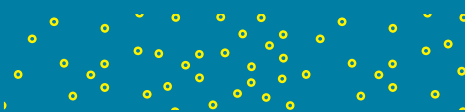
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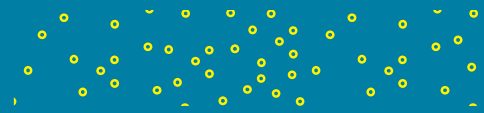
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Part 1

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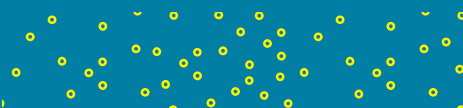
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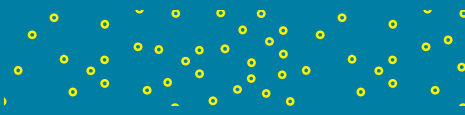
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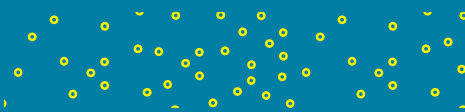
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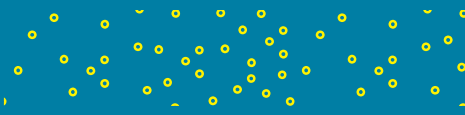


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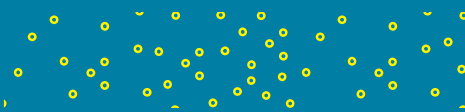
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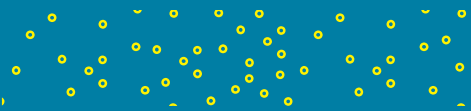
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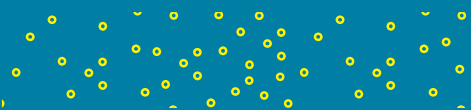
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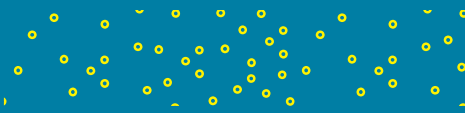
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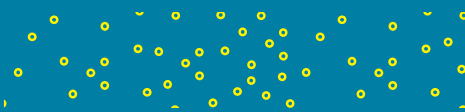
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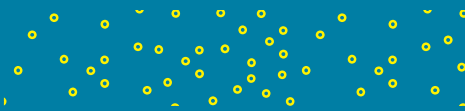
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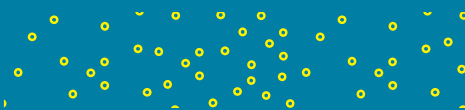
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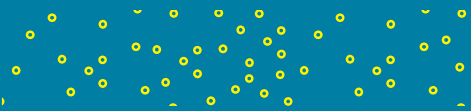
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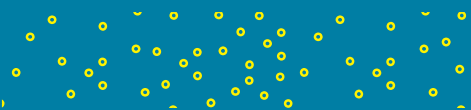
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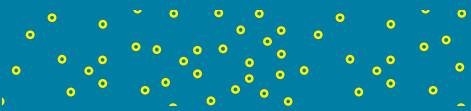
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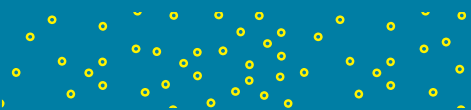
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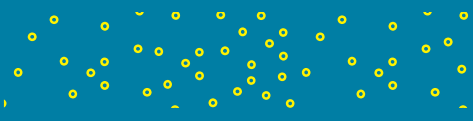
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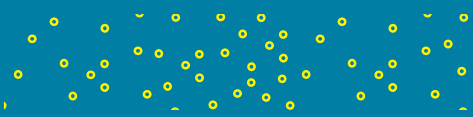
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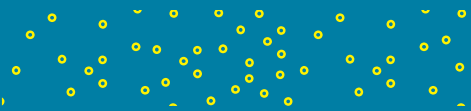
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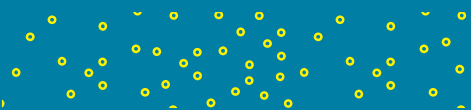
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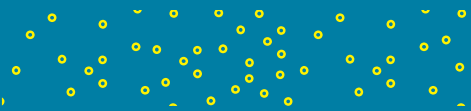
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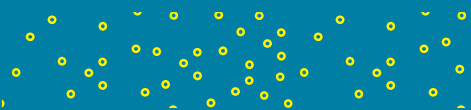
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