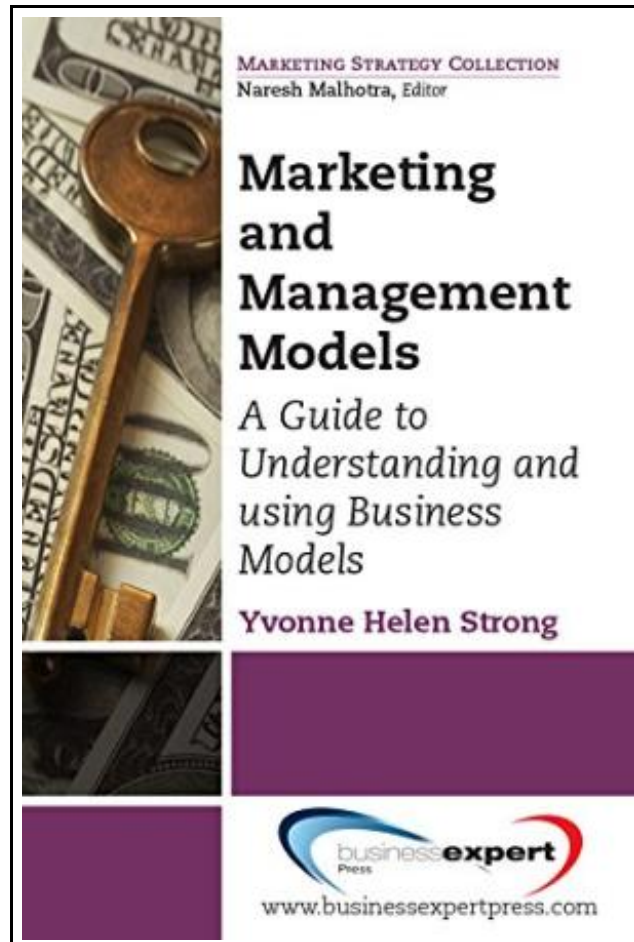


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MARKETING AND MANAGEMENT MODELS: A GUIDE TO UNDERSTANDING AND USING BUSINESS MODELS



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