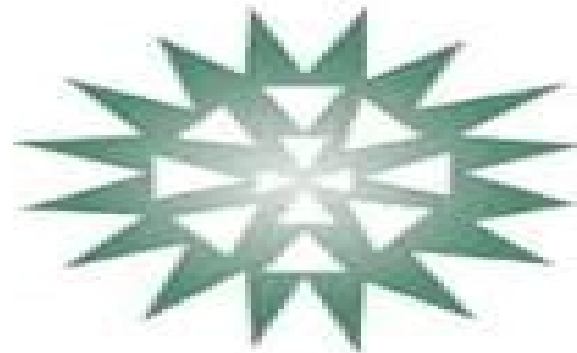


Thirteenth Edition

STRATEGIC MARKETING PROBLEMS

Cases and Comments



Roger A. Kerin | Robert A. Peterson

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