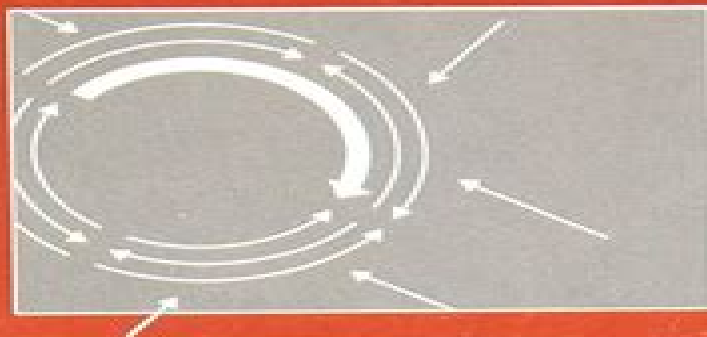
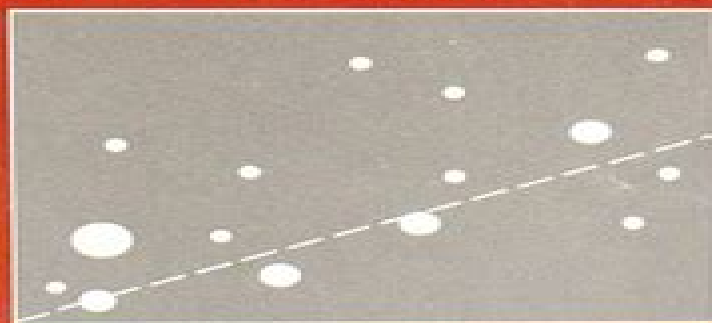


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OF INFLUENTIAL  
ARTICLES

s i x t h e d i t i o n



BEN M. ENIS



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# Marketing Classics 25th Anniversary A Selection Of Influential Articles

**Juliette Yaakov**



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