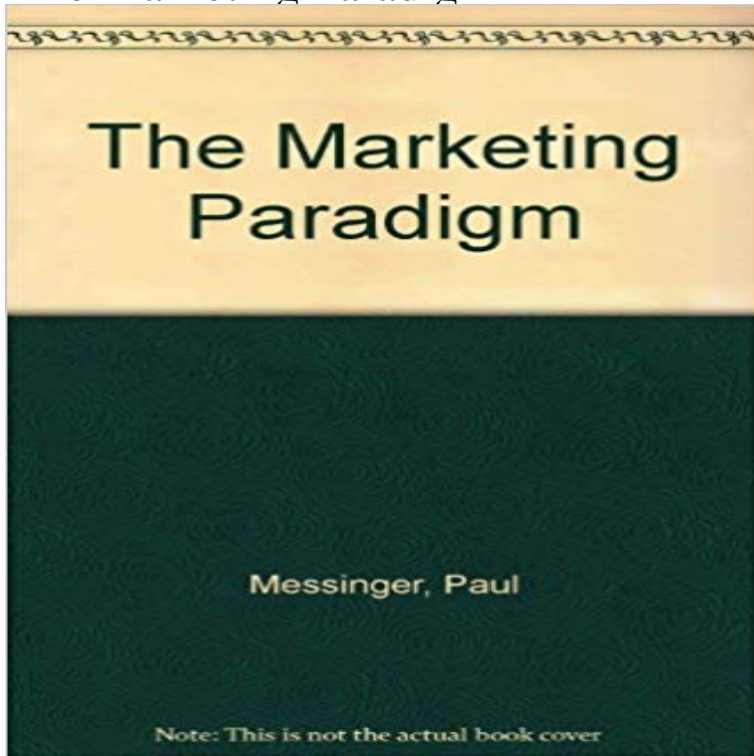


The Marketing Paradigm



This text is targeted at students of marketing management courses and is intended to help managers and students studying under the case method to recognize why certain marketing programmes are successful and others are not.

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