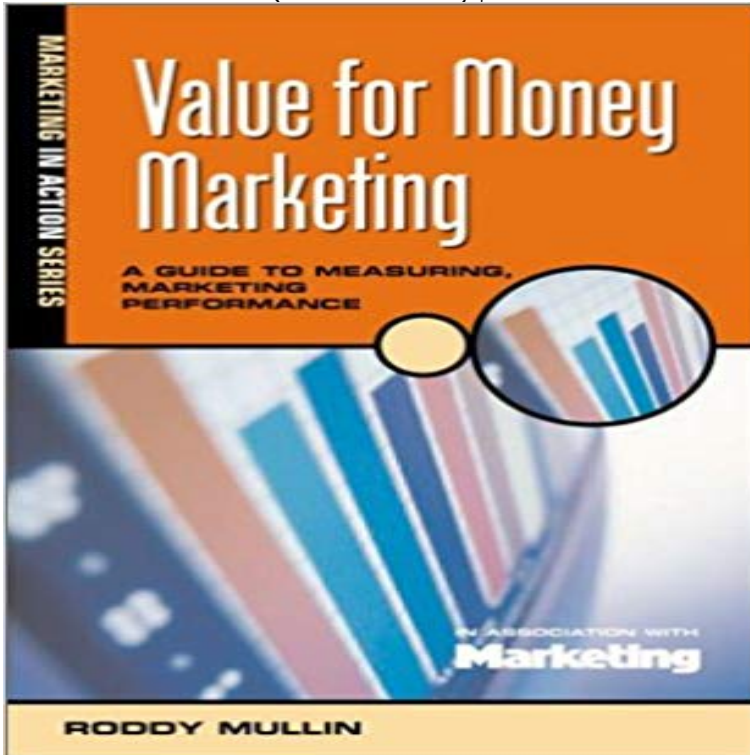


Value for Money Marketing: A Guide to Measuring Marketing Performance (Marketing in Action Series)



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