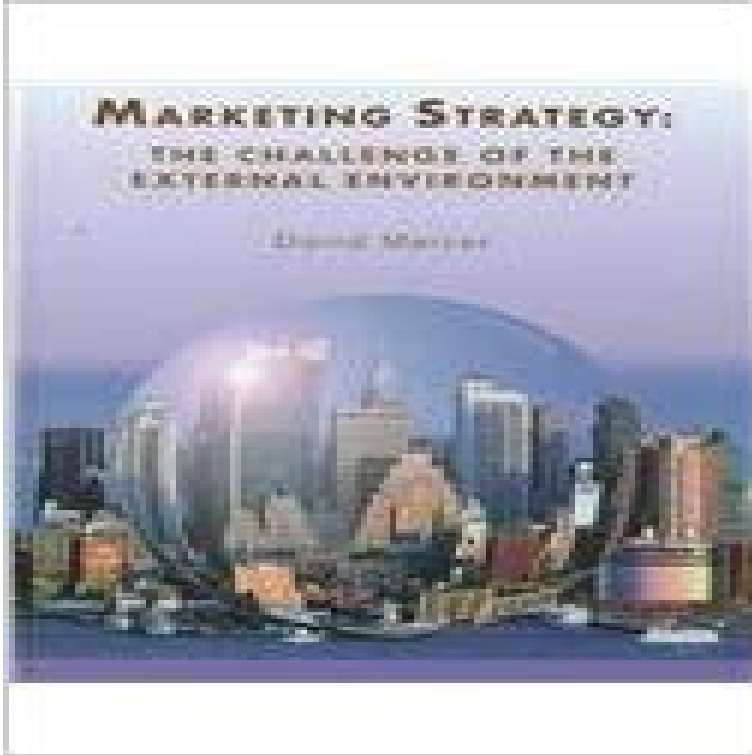


# Marketing Strategy: The Challenge of the External Environment (Published in association with The Open University)



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