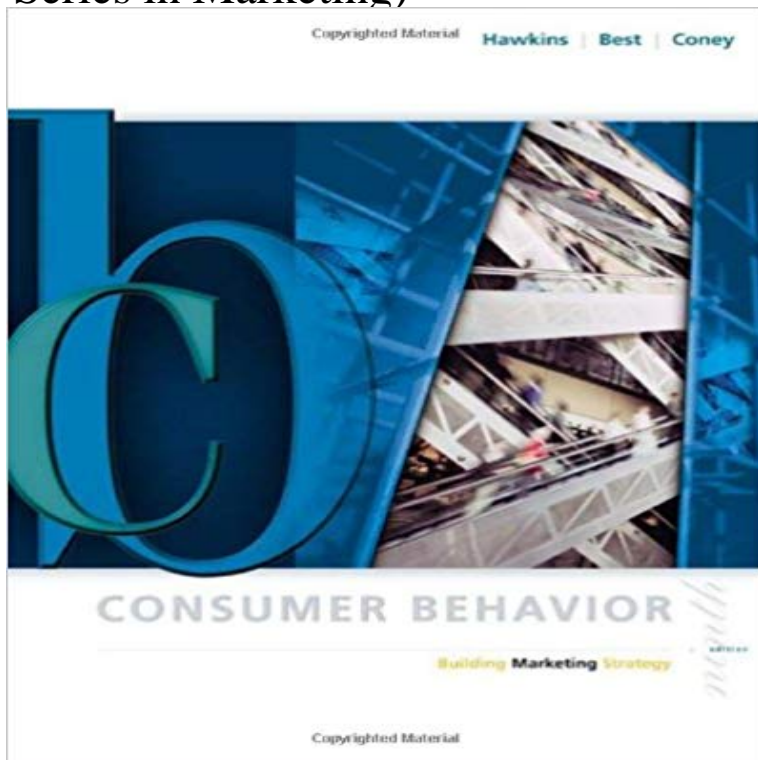


# Consumer Behavior: Building Marketing Strategy (Mcgraw-Hill/Irwin Series in Marketing)



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