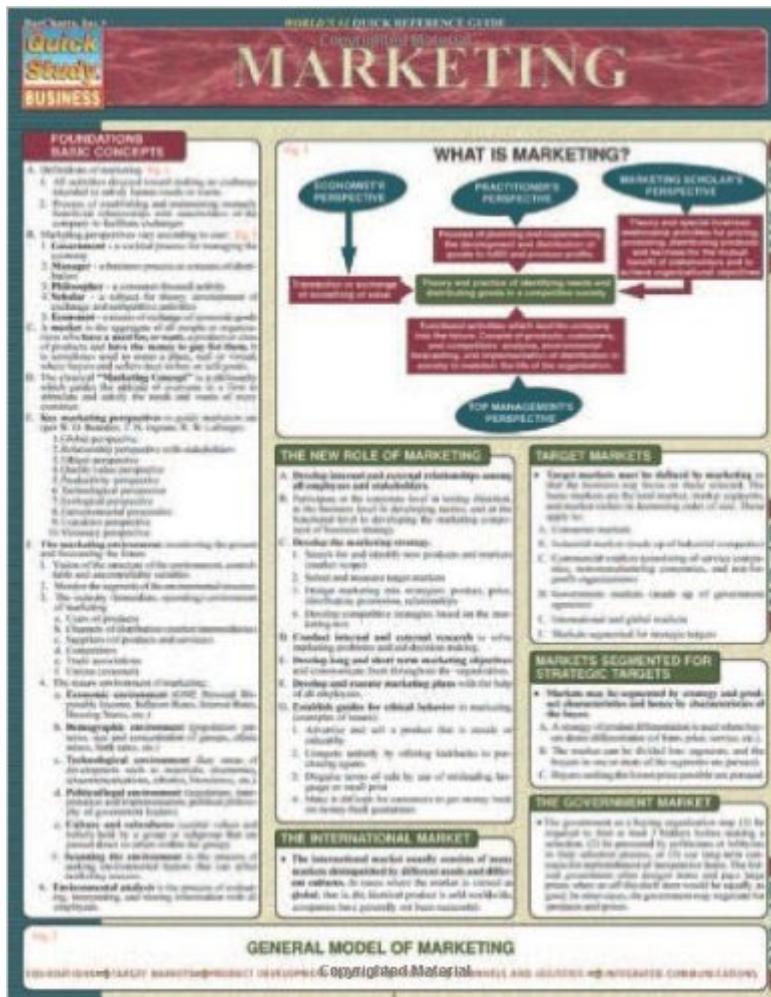


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This 4-page study guide contains fundamental marketing definitions and principles which are specifically designed to aid business students.

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Series: Quickstudy: Business

Pamphlet: 4 pages

Publisher: QuickStudy; Chrt edition (January 1, 2002)

Language: English

ISBN-10: 1572226323

ISBN-13: 978-1572226326

Product Dimensions: 8.5 x 11 x 0.1 inches

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