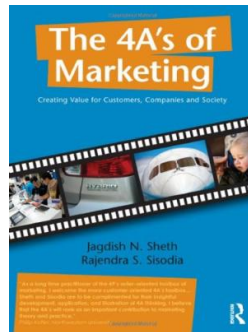


The 4 A's of Marketing: Creating Value for Customer, Company and Society



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