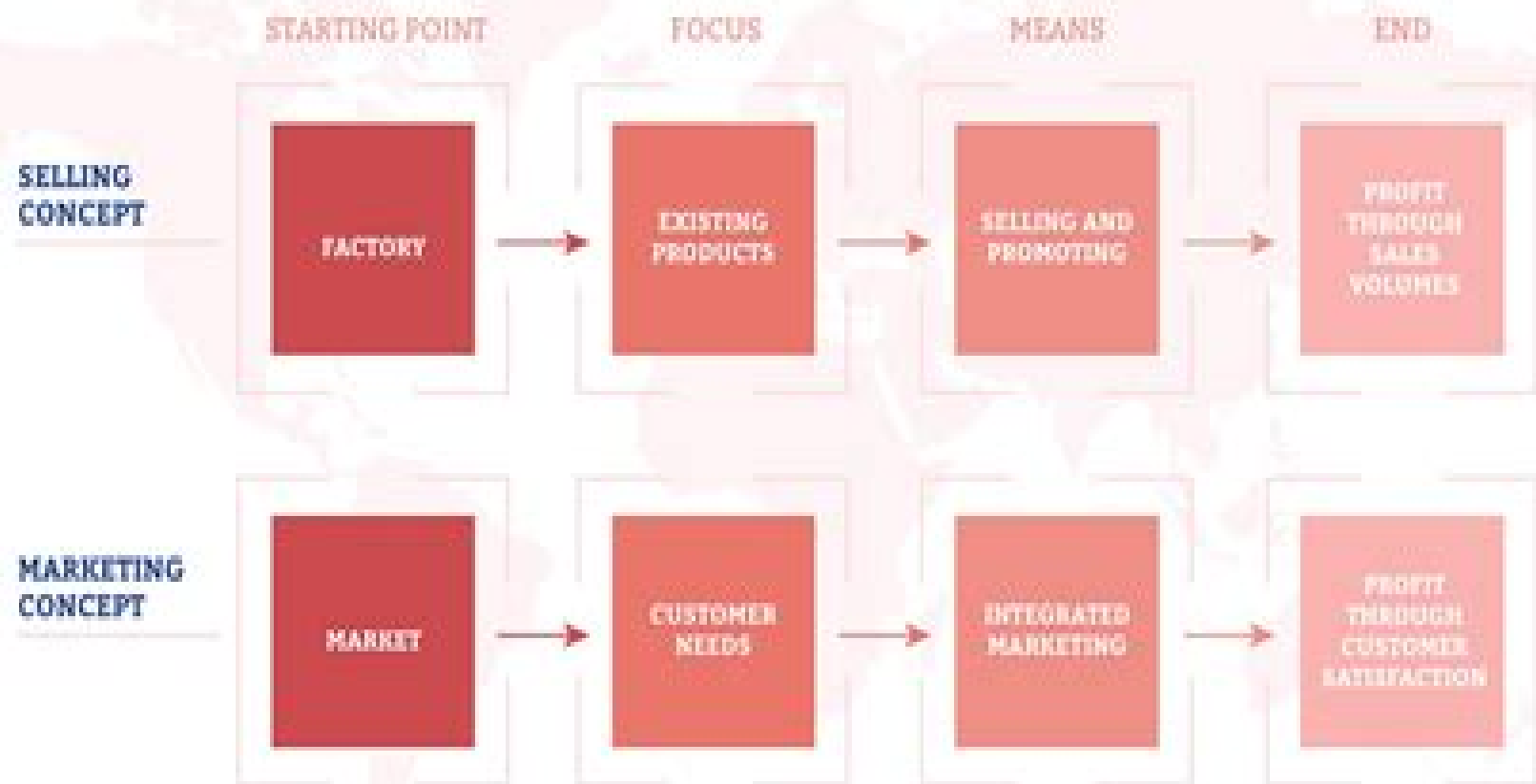


Difference between selling concept and marketing concept



Basic Marketing Concepts And Decisions

Edward W. Cundiff, Richard Ralph Still



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