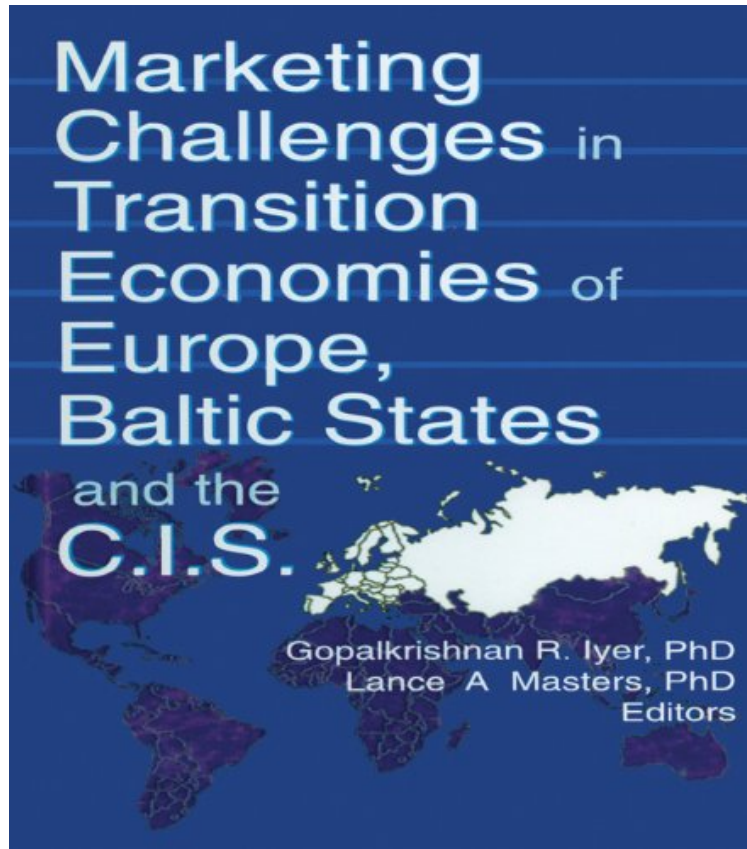


## Marketing Challenges in Transition Economies of Europe, Baltic States and the CIS

*Erdener Kaynak, Gopalkrishnan R Iyer, Lance A Masters*  
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