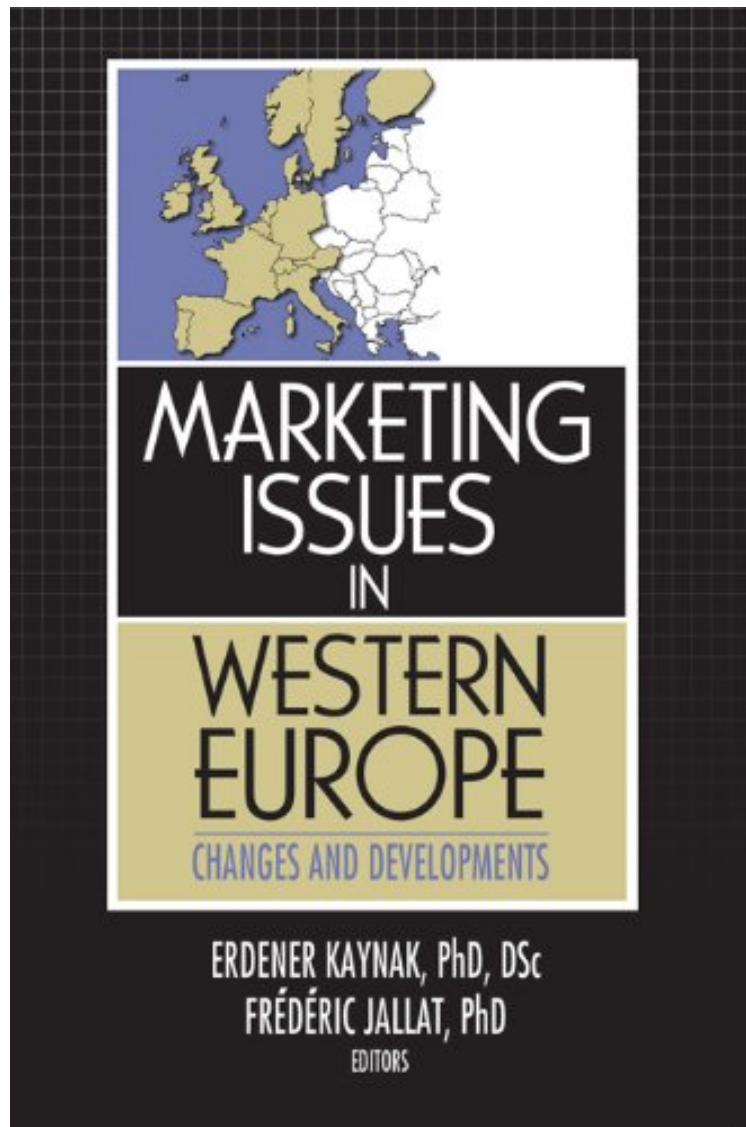


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# Marketing Issues in Western Europe: Changes and Developments

*Erdener Kaynak*

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