

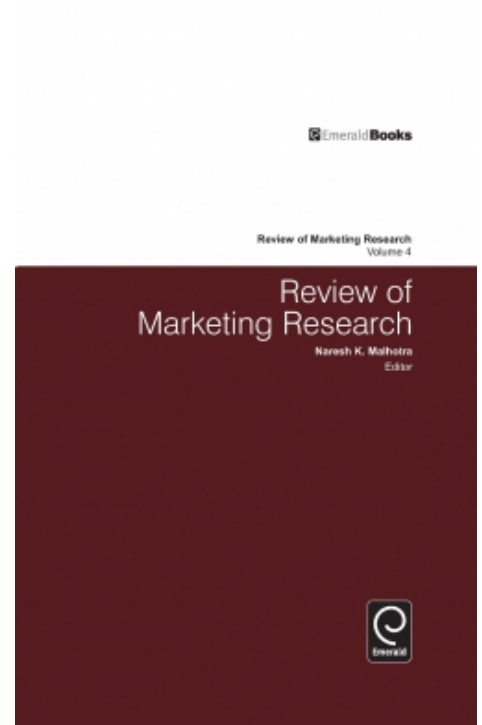
Review of Marketing Research

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Naresh K. Malhotra

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Format: Hardback

Pagination: 224

Price: £85.99 \$139.99 €104.99

Publication Date: 1st Jan 2008

ISBN: 9780765620927