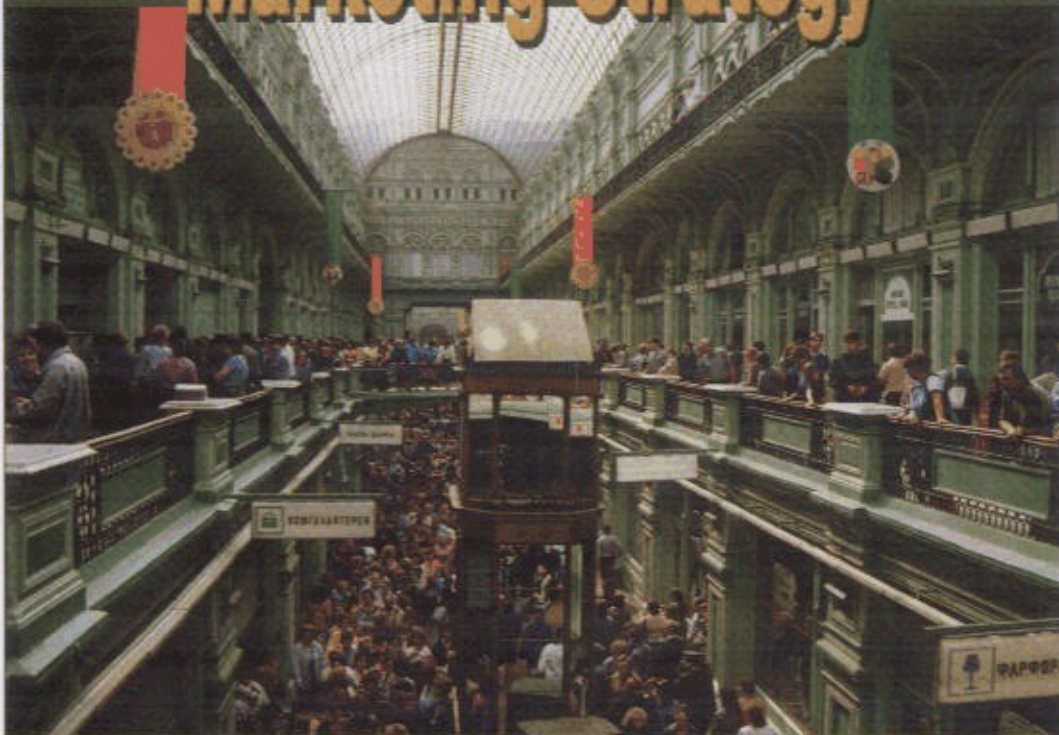


Consumer Behavior *and* Marketing Strategy



Eighth Edition

J. Paul Peter • Jerry C. Olson

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