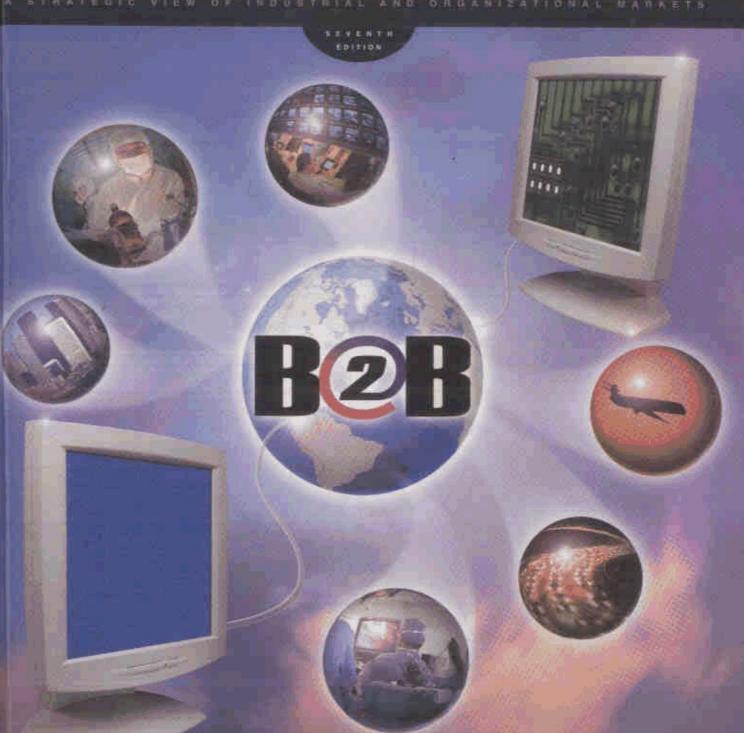
MICHAEL D. HUTT . THOMAS W. SPEH

BUSINESS MARKETING MANAGEMENT

STRATEGIC VIEW OF INDUSTRIAL AND ORGANIZATIONAL MARKETS



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