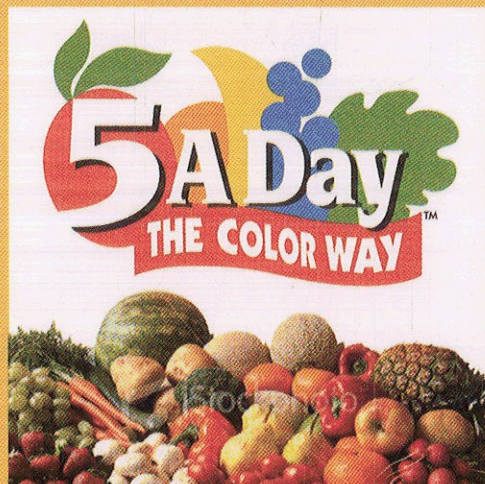
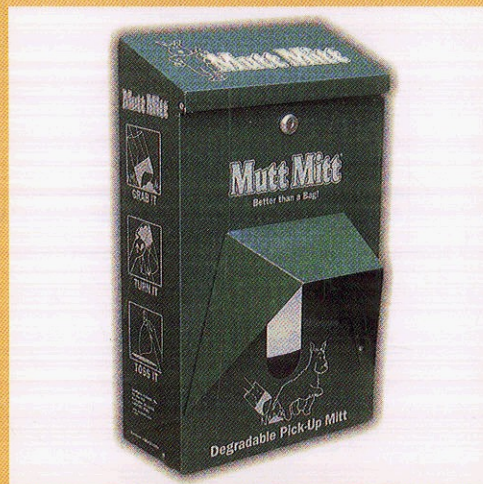
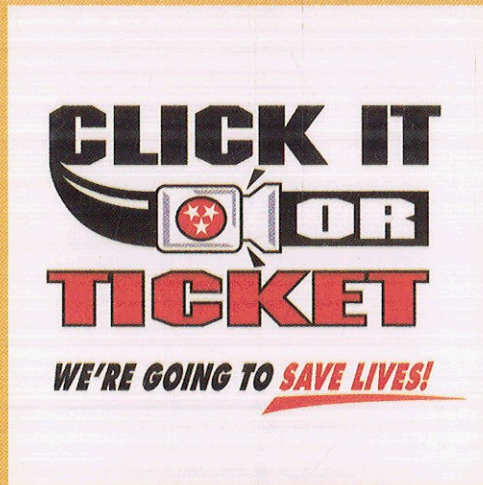


THIRD EDITION

SOCIAL MARKETING

Influencing Behaviors for Good



Philip Kotler Nancy R. Lee

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