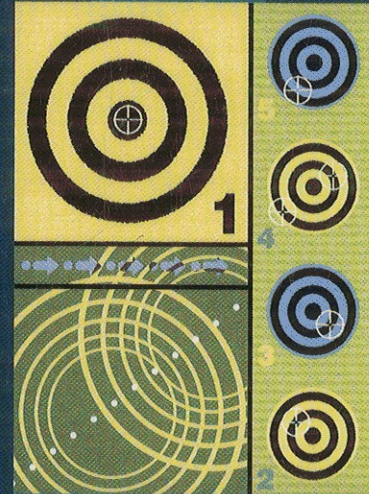


SECOND EDITION

# STRATEGIC MARKETING PLANNING



COLIN GILLIGAN AND  
RICHARD M. S. WILSON

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