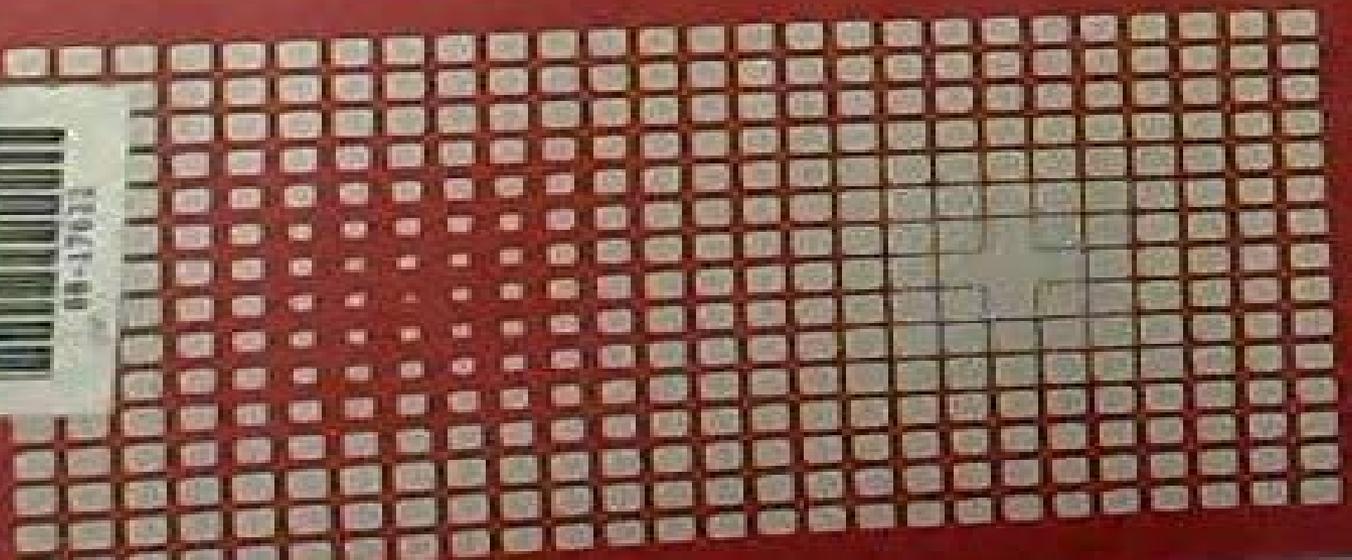
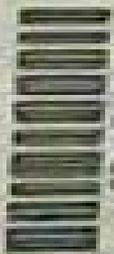


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Measurement and Method

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**Marketing Research** Danny N. Bellenger, Barnett Greenberg, 1978  
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