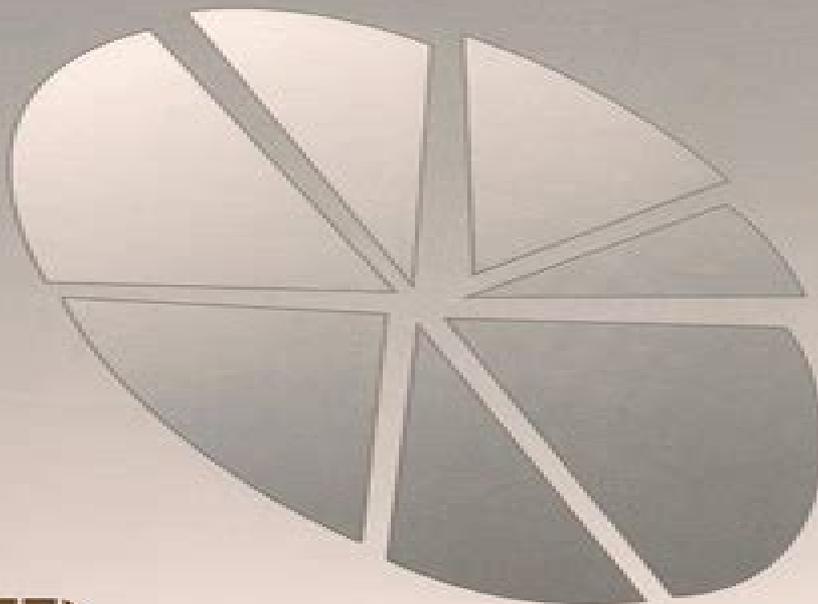


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··· *Cases And Exercises*

Christopher H. Lovelock

Charles B. Weinberg



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SERIES IN MARKETING

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