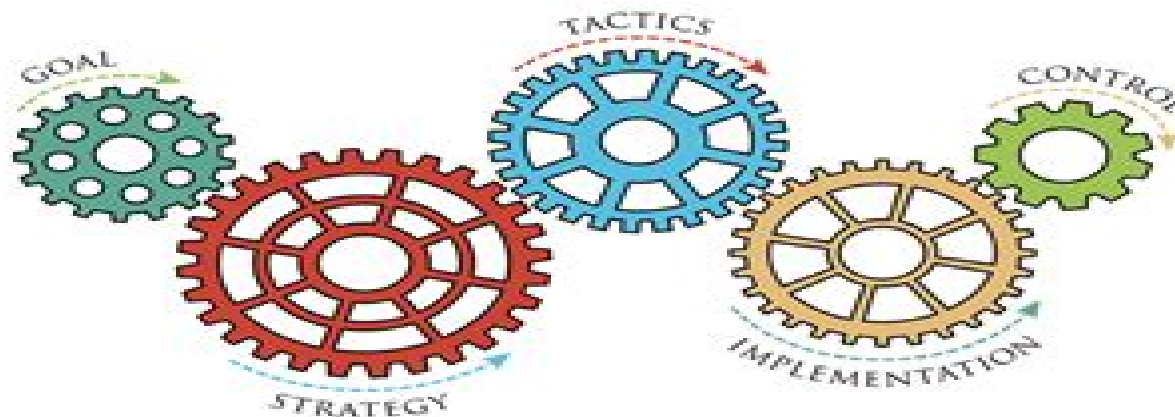


# THE MARKETING PLAN HANDBOOK



ALEXANDER CHERNEV

SEVENTH EDITION

# Marketing Plan Handbook

**Peipei Pang**



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