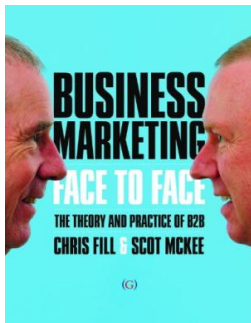


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## BUSINESS MARKETING FACE TO FACE: THE THEORY AND PRACTICE OF B2B



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