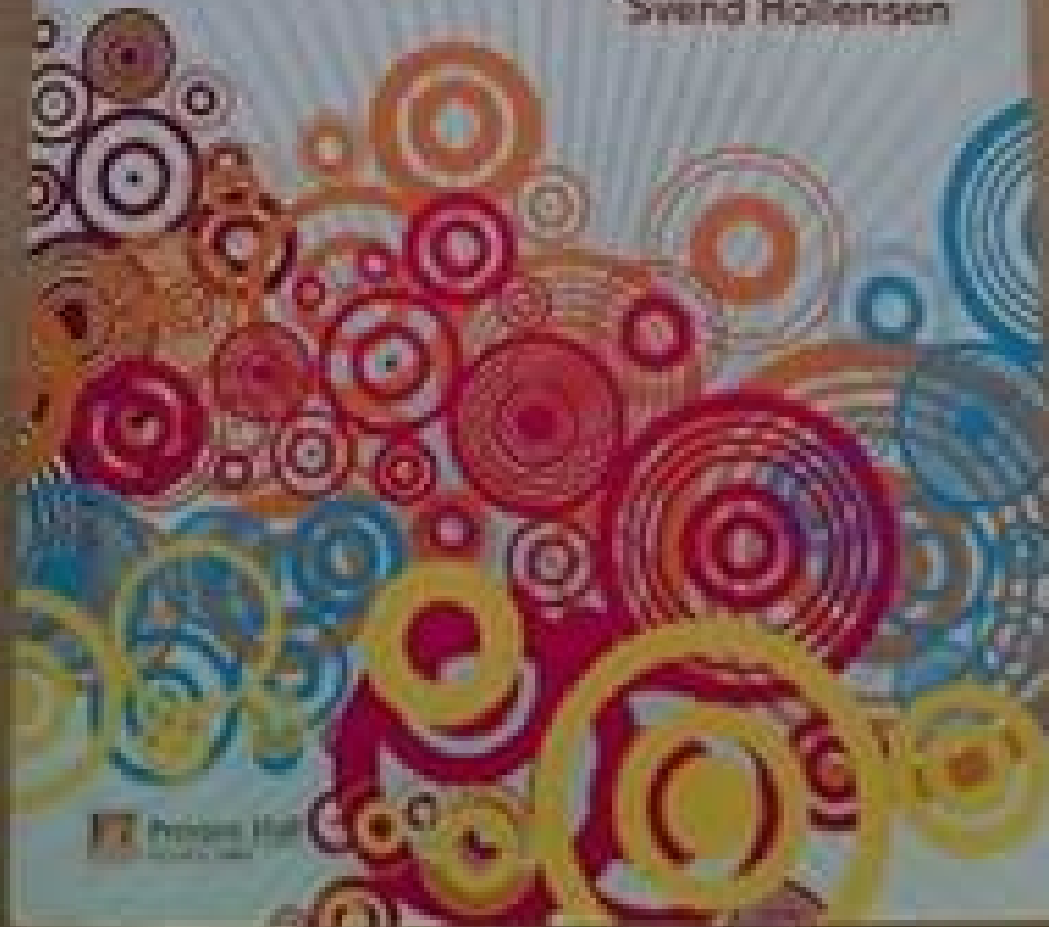


Second Edition

# MARKETING MANAGEMENT

A RELATIONSHIP APPROACH

Svend Holten



 Pearson

# Marketing Management A Relationship Approach

**M Walker**



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