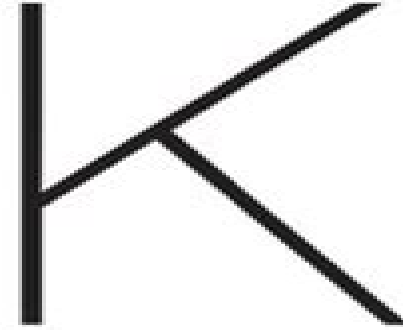
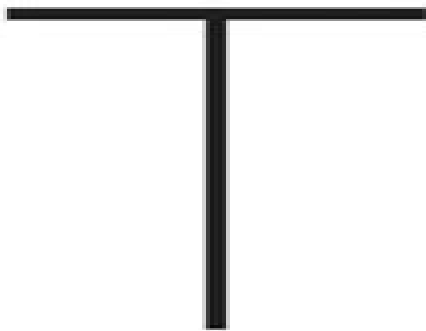
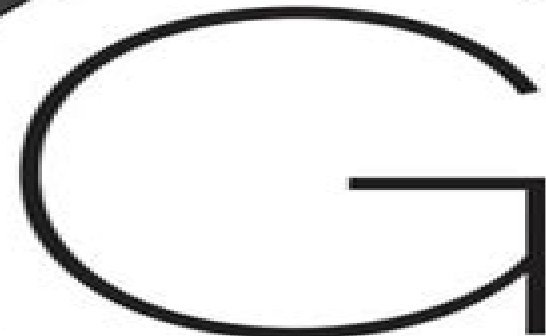


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**Ayantunji Gbadamosi, Ian  
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*Principles of Marketing, Fifth Canadian Edition*, Kotler Philip, Jean-Paul Olivier, Yates, Richard, 2002

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