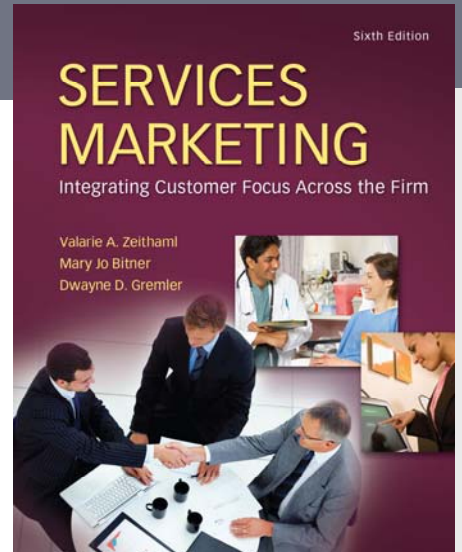


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# SERVICES MARKETING

SIXTH EDITION



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