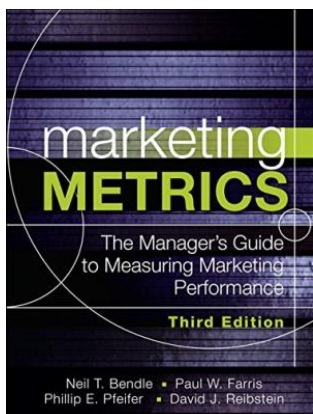


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MARKETING METRICS: THE MANAGER S GUIDE TO MEASURING MARKETING PERFORMANCE (HARDBACK)



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- Authored by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer
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