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Brassington & Pettitt, Essentials of Marketing, 3rd ...

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Malhotra, Essentials of Marketing Research, Global Edition ...

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Jochen Wirtz, National University of Singapore. Christopher H. Lovelock, Lovelock Associates. Patricia Chew, SIM University in Singapore.

Wirtz, Lovelock & Chew, Essentials of Services Marketing ...

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