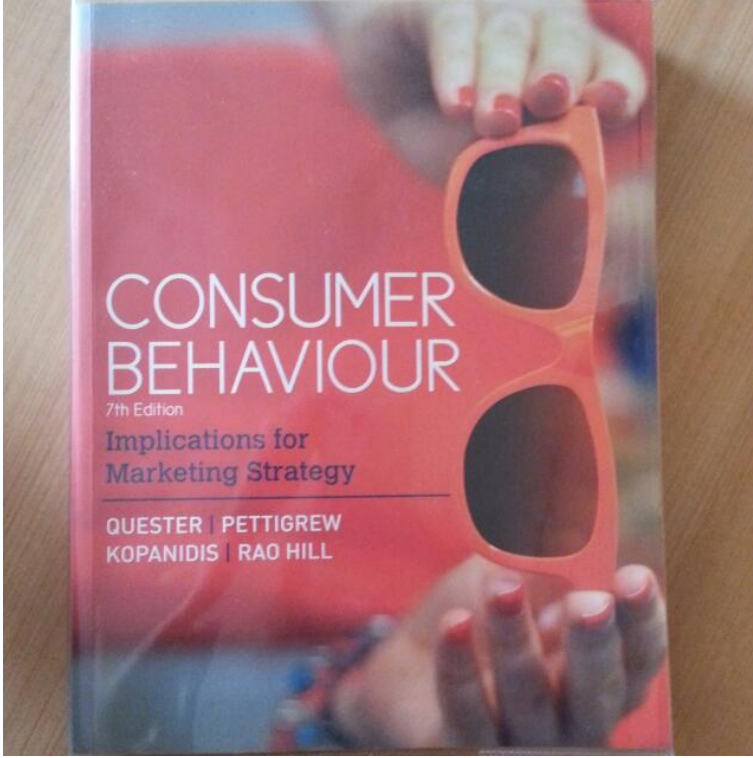


Consumer Behaviour: Implications for Marketing Strategy



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