

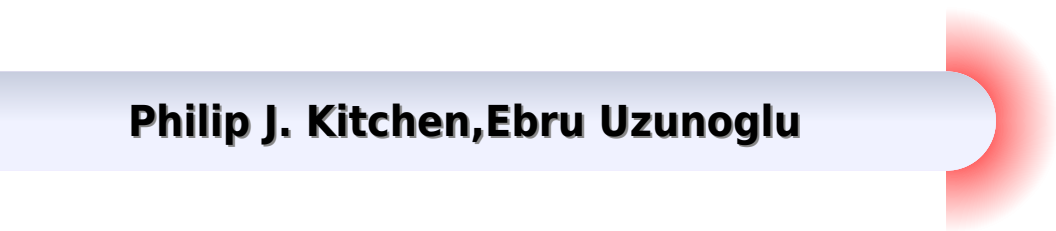
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Promotional Strategy Managing The Marketing Communications Process

Philip J. Kitchen, Ebru Uzunoglu



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