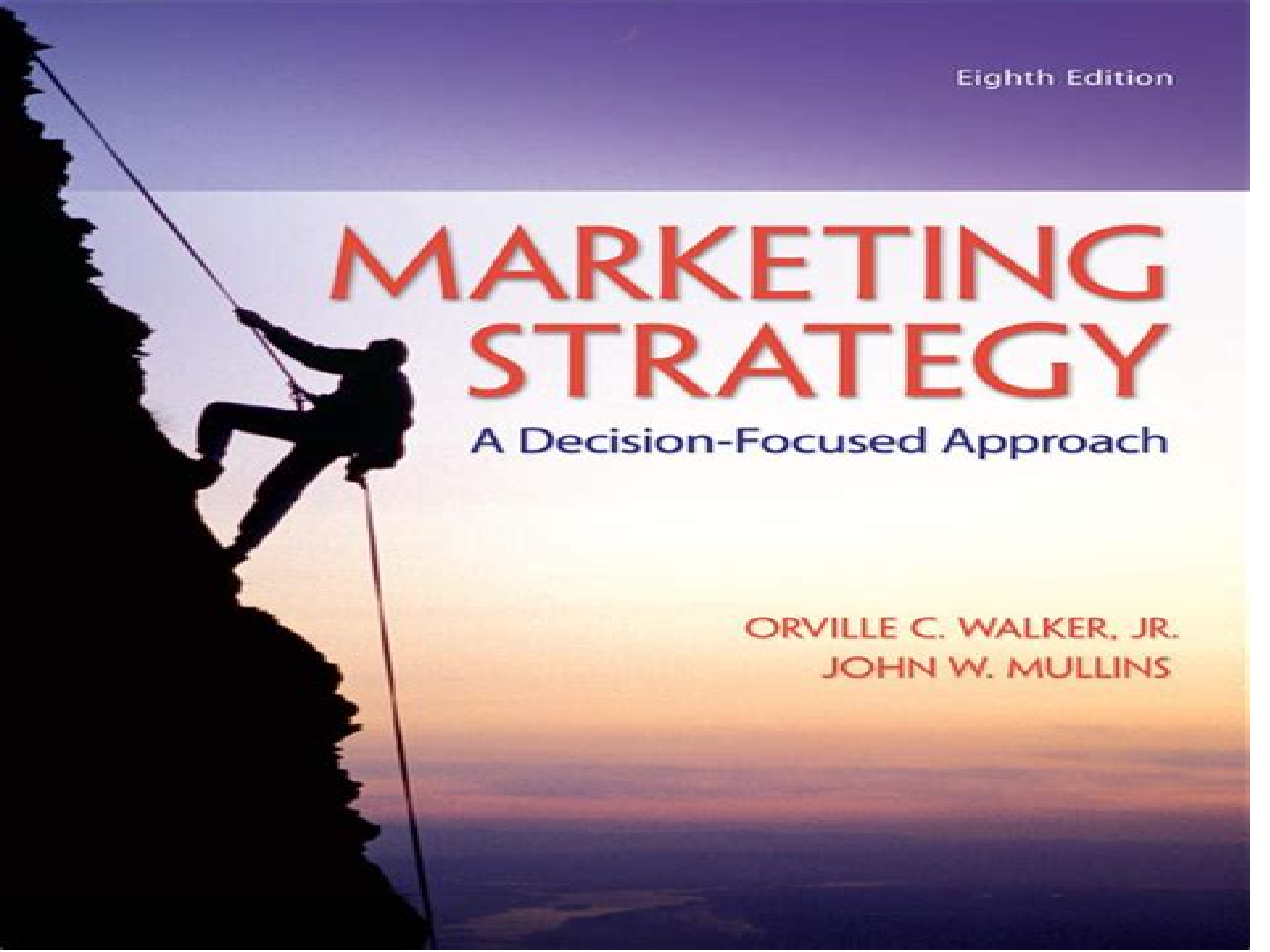


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Eighth Edition

# MARKETING STRATEGY

A Decision-Focused Approach

ORVILLE C. WALKER, JR.  
JOHN W. MULLINS

# Marketing Strategy A Decision Focused Approach

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