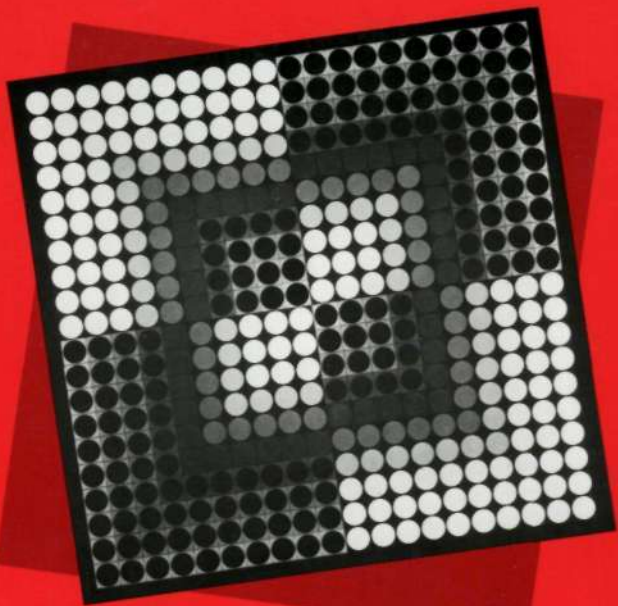


# PROMOTIONAL MANAGEMENT

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## ISSUES AND PERSPECTIVES



NORMAN GOVONI • ROBERT ENG • MORTON GALPER

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