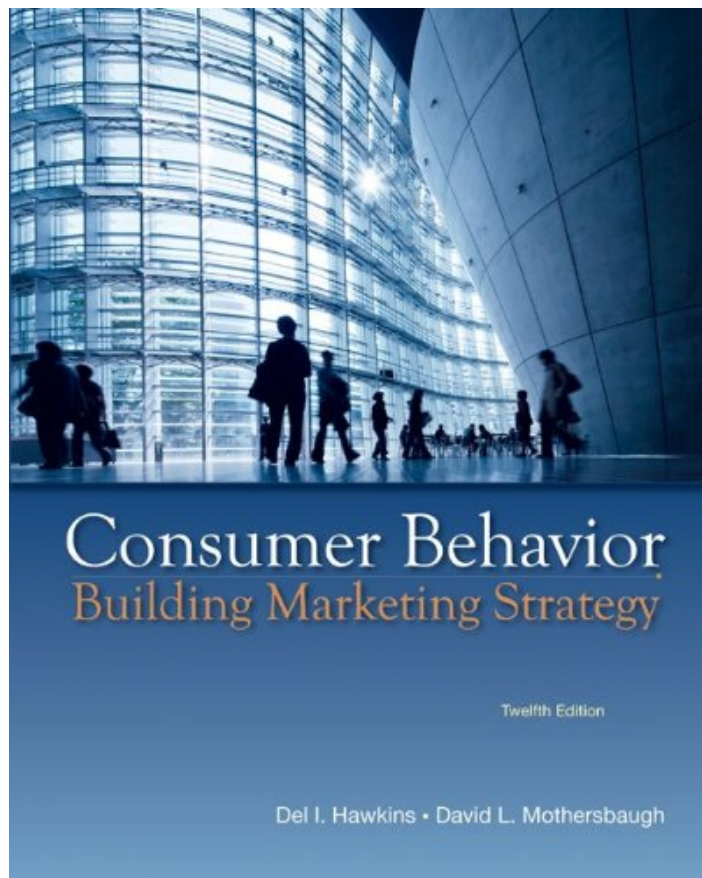


# Consumer Behavior: Building Marketing Strategy, 12th Edition by Delbert Hawkins, David Mothersbaugh



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