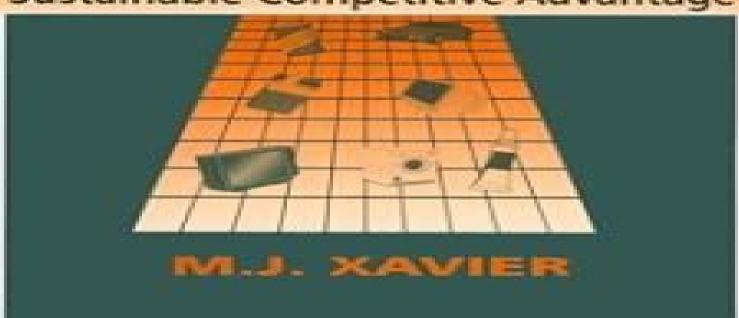
# STRATEGIC MARKETING

A Guide for Developing Sustainable Competitive Advantage



# **Strategic Marketing A Guide For Developing Sustainable**

**Bodo B. Schlegelmilch, Russell S. Winer** 

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