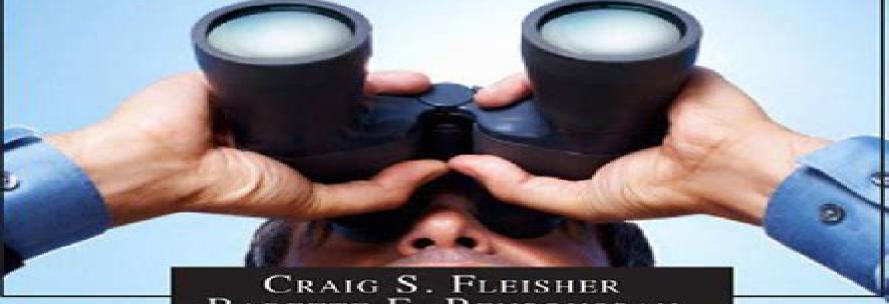
BUSINESS - AND -COMPETITIVE ANALYSIS

EFFECTIVE APPLICATION OF NEW AND CLASSIC METHODS

SECOND EDITION



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