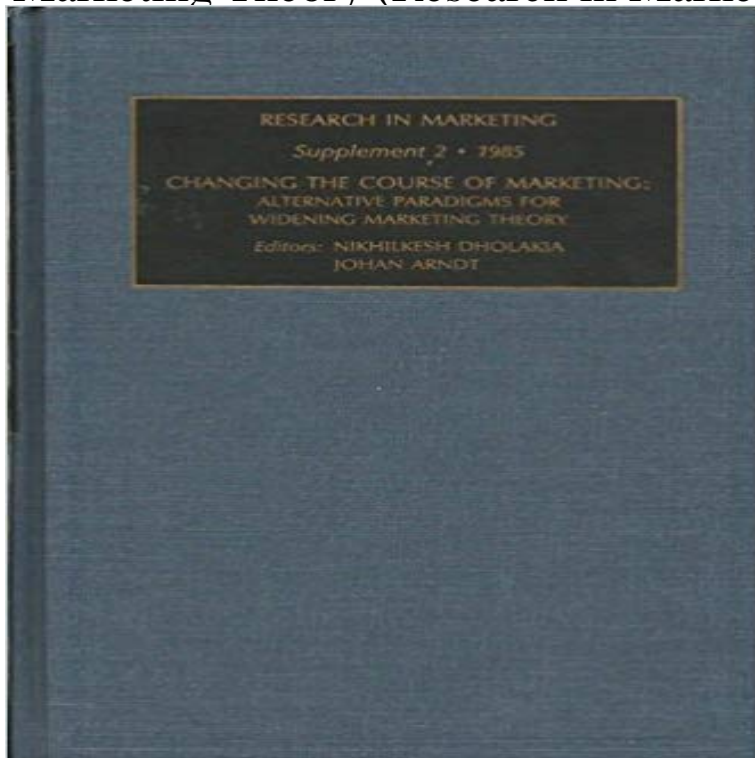


Changing the Course of Marketing: Alternative Paradigms for Widening Marketing Theory (Research in Marketing)



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